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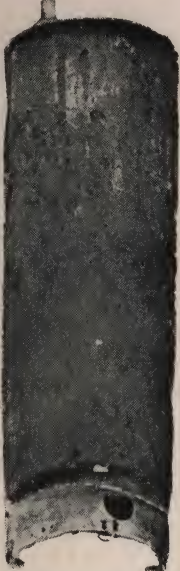
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1953
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GOVERNOR



July 29, 1952

Mr. Roy F. Healy, Executive Vice President
The Milwaukee Builders Association
259 East Wells Street
Milwaukee, Wisconsin

Dear Mr. Healy:

Milwaukee's "Parade of Homes" is an unusually effective demonstration of the values of home ownership. I am sure that the seventh annual Parade of Homes, to be held September 14 to 21 in conjunction with National Home Week, will be fully as successful as its predecessors. These, thanks to the vision and forethought with which they were planned and carried out, have presented the message of home ownership in a most practical and convincing manner.

The Parade of Homes, a Milwaukee idea, is now being copied by communities throughout the United States. It is another fine example of Wisconsin leadership.

The idea embodied in the Parade of Homes is a valid and vital idea. It is -- that home ownership is a good thing for all of us; for the individual and his family, for the community, the state and the nation.

Home ownership, within the family's means and desires, has long been considered to be the most economical means of providing for the family's housing requirements. The purchase of a home, if wisely chosen, should be one's best investment, for in addition to the financial advantages it is a solid assurance of the security of the family.

Home ownership is an important factor in good government, for home owners have a stake in their communities that almost invariably causes them to take a keen interest in civic affairs and to exercise all the prerogatives of citizenship. I believe the high standard of government in Wisconsin may be largely the result of our high level of home ownership.

The furtherance of home ownership merits the support of all who are concerned with the best interests of our state. I congratulate you for your efforts in this direction and wish you a most successful observance of National Home Week.

Sincerely yours,

Walter J. Kohler, Jr.
Walter J. Kohler, Jr.
Governor



FRANK P. ZEIDLER
MAYOR

OFFICE OF THE MAYOR
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A STATEMENT

7TH ANNUAL PARADE OF HOMES

September 14-21, 1952

During the week of September 14 to 21, 1952, the Milwaukee Builders Association is sponsoring the 7th Annual Parade of Homes in conjunction with National Home Week.

It is interesting to note that Milwaukee was the pioneer in the development of the Parade of Homes idea. Milwaukee's leadership in this field is particularly fitting, for our community is often referred to as "the city of homeowners". We Milwaukeeans subscribe to the statement that "home ownership is one of the foundations of the American way of life".

The builders of Milwaukee have been urged by their association to utilize, to the fullest extent, one or more new ideas or new products in their homes. This procedure helps to insure that our local home purchasers can expect modern, efficient dwellings.

During the 7th Annual Parade of Homes, September 14 to 21, the public is invited to visit the display of 1953 model homes and view the latest of materials now available and how they have been used under modern building practices.

Frank P. Zeidler
FRANK P. ZEIDLER
Mayor

July 31, 1952

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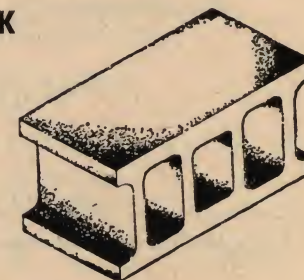
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PRESIDENT'S MESSAGE

The dream of a new home soon after marriage is being realized by more and more young people. In fact, more than 53% of the people in the United States own their own home. The home buyer of today gets a much better value for his housing dollar than the home buyer of a generation ago, or even a decade ago. Post World War II research has resulted in many scientific advances, and many new products have appeared on the market. These have contributed either directly or indirectly toward the betterment of today's home. Exterior and interior planning, as well as design, have undergone some rather noteworthy changes.

Recognizing this fact, the Milwaukee Builders Association created the annual "Parade of Homes" some years ago. This annual "Parade" has now become a civic and educational enterprise to promote better living through home ownership, and is being adopted in many other cities of our nation. Home ownership has made America great, because it has instilled in the minds of American people that thrift and happiness go hand in hand with loyalty and better citizenship. Most families buy homes when the home influence is most needed. That is the period when the family needs the comfort, freedom from restraint, and happiness that home ownership provides. Remember our slogan — "Your Only Real Security — A Home of Your Own."

The Milwaukee Builders Association, as an evidence of good faith to buyers, has adopted the "Home Owner's Service Policy". This is a protection service given to the home buyer by the builder. In addition, the builder will also provide the home buyer with a maintenance booklet entitled "Your New Home". This booklet contains suggestions for the care and maintenance of your new home. Ask the builder for this policy and booklet when buying a home. These are provided exclusively by members of the Milwaukee Builders Association.

This Book of Plans represents the best in efficient planning, design, and sound construction. They are practical homes — homes you will be happy to own. They are designed for your comfort and convenience. Study the plans carefully; then join the ever increasing army of satisfied and contented home owners.

This Book of Plans is made possible through the cooperation and support of the advertisers listed in the index. We urge you to make this list your buyer's guide when selecting materials or accessories for your home.

I wish to take this opportunity to thank all those who have contributed in any way to making this, our Seventh Annual Parade of Homes, and this Book of Plans, a success.

Alfred J. Wetor

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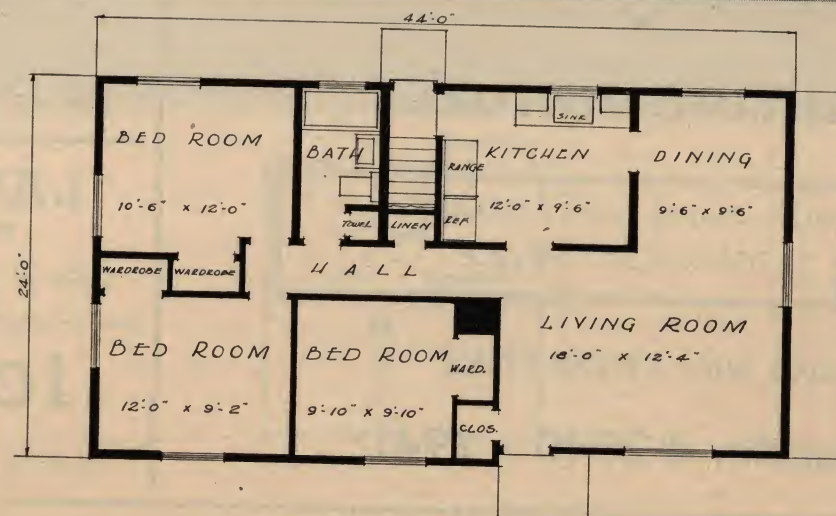


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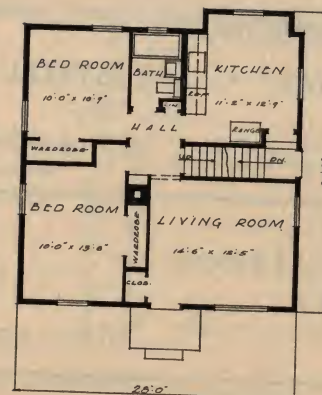
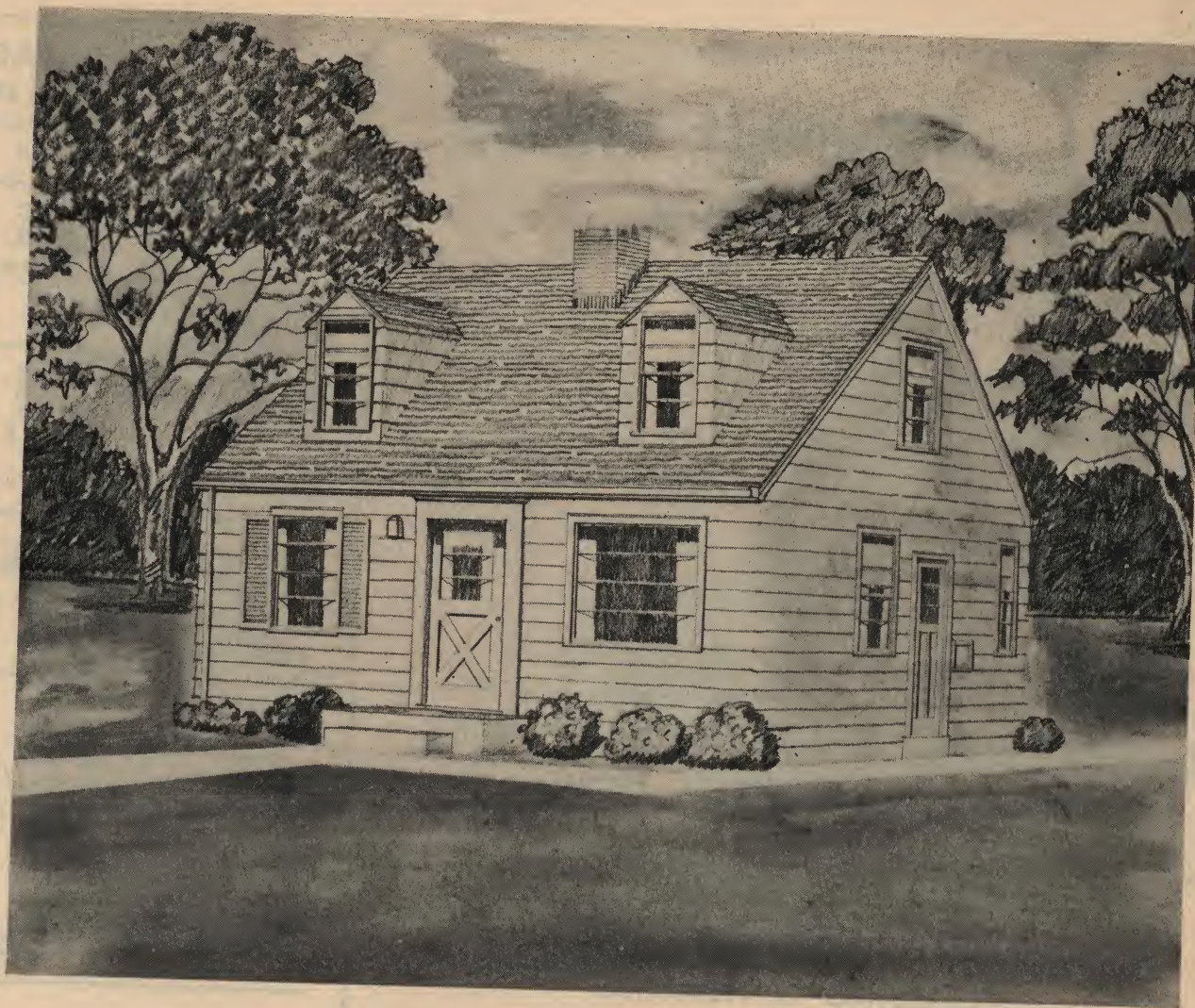
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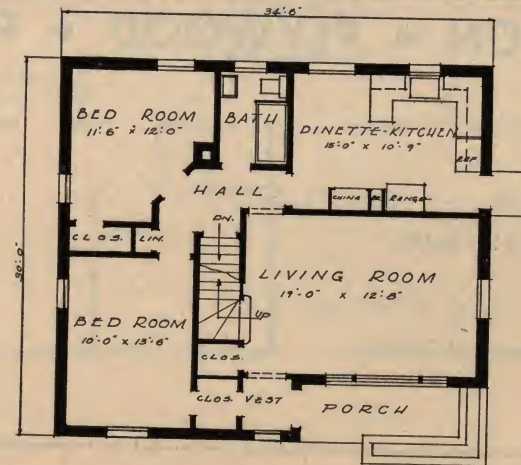
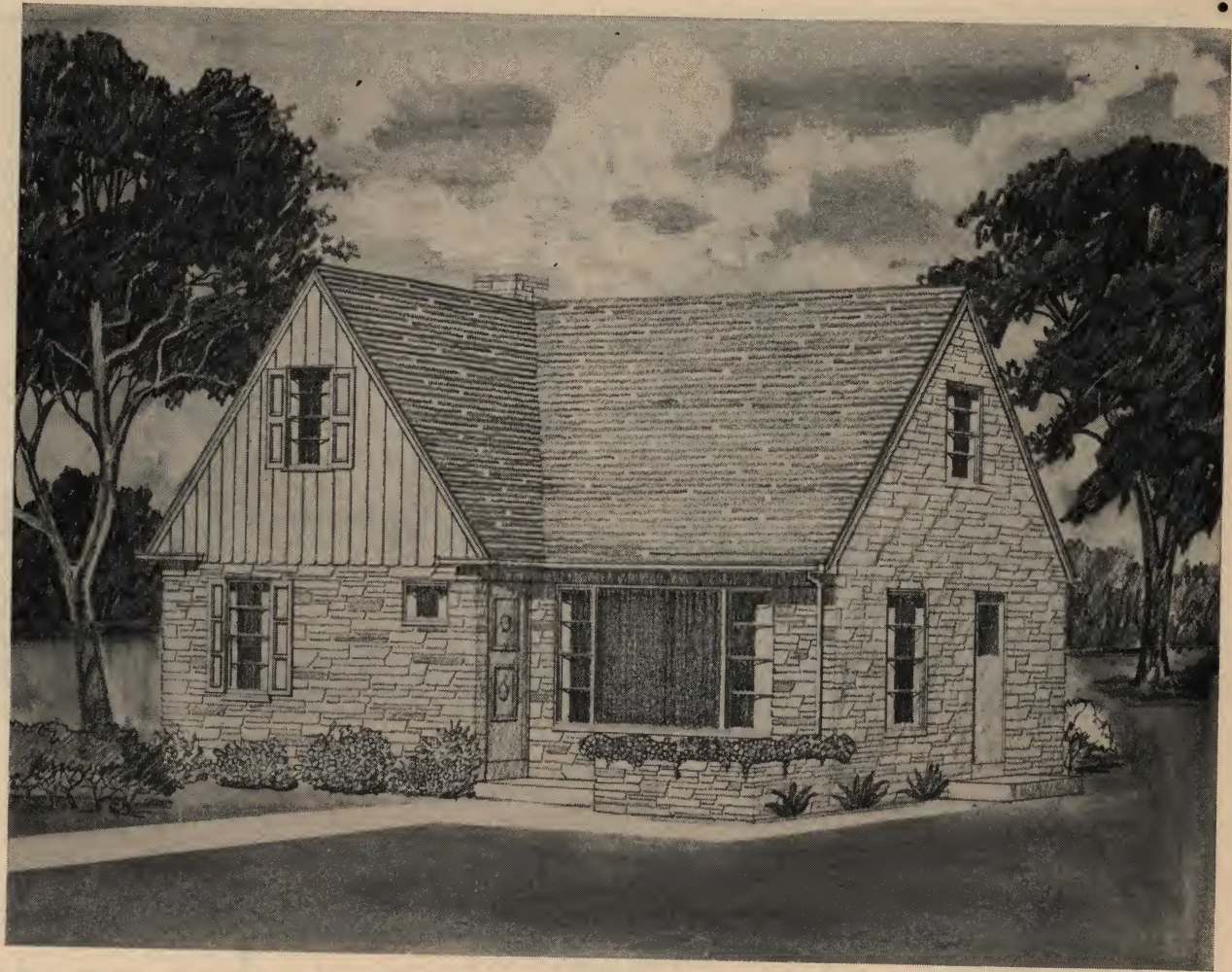
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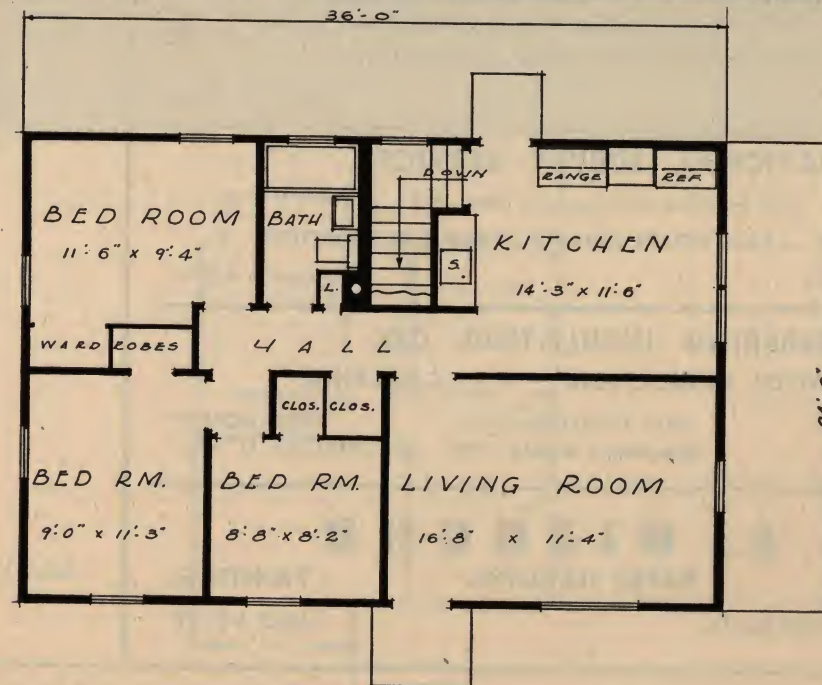
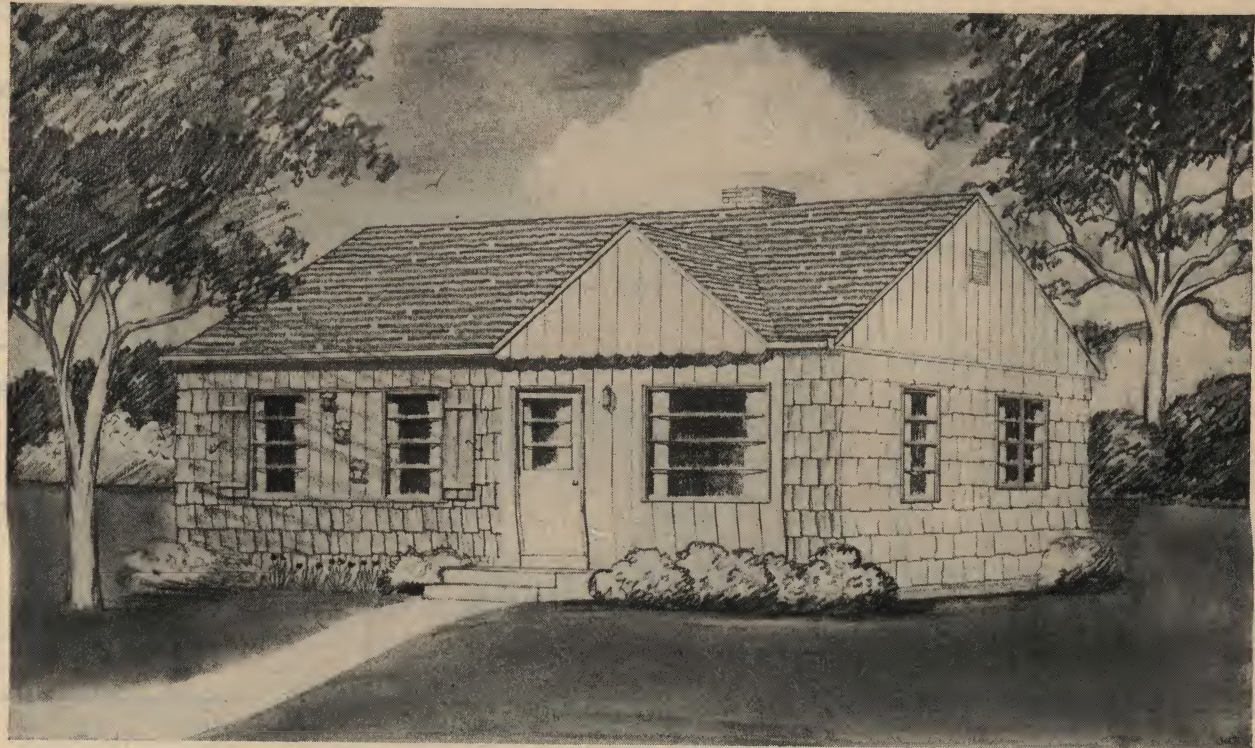
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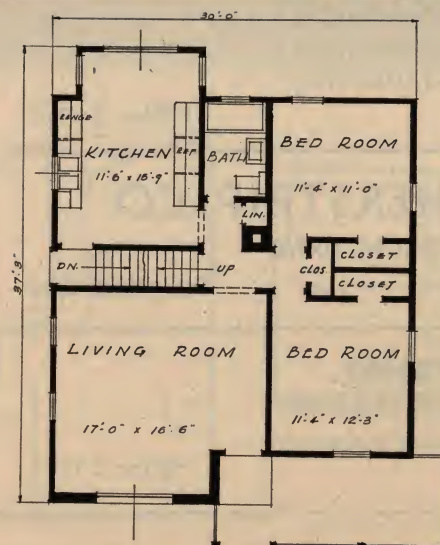
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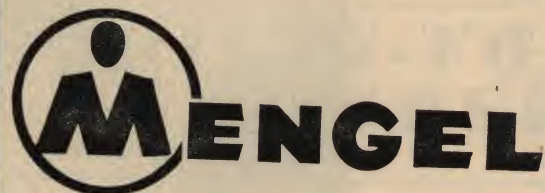
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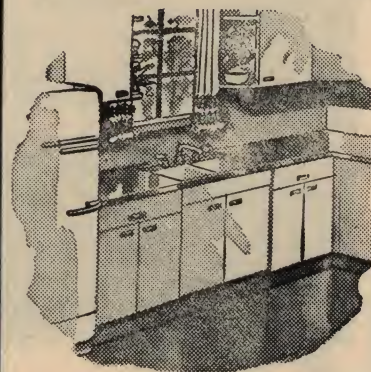


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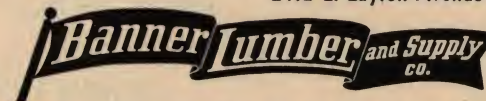
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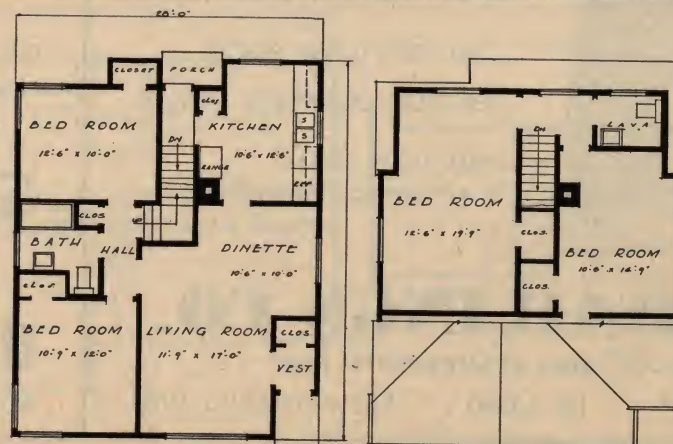
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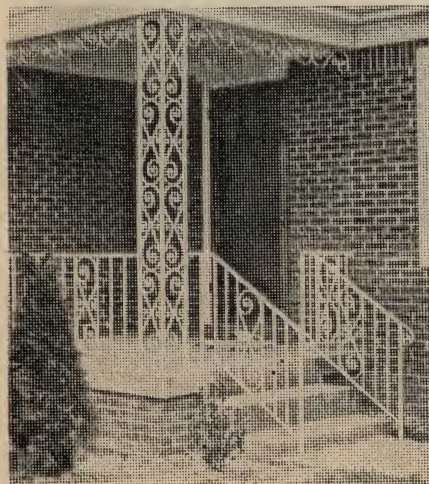
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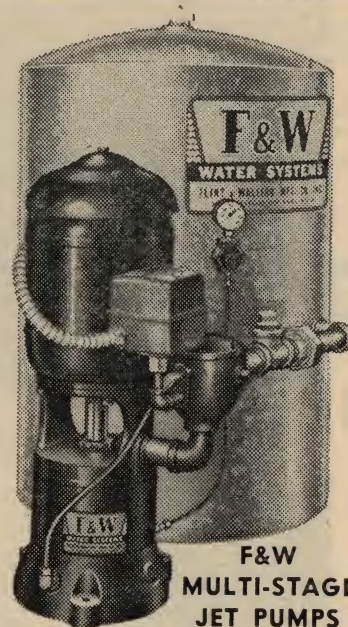
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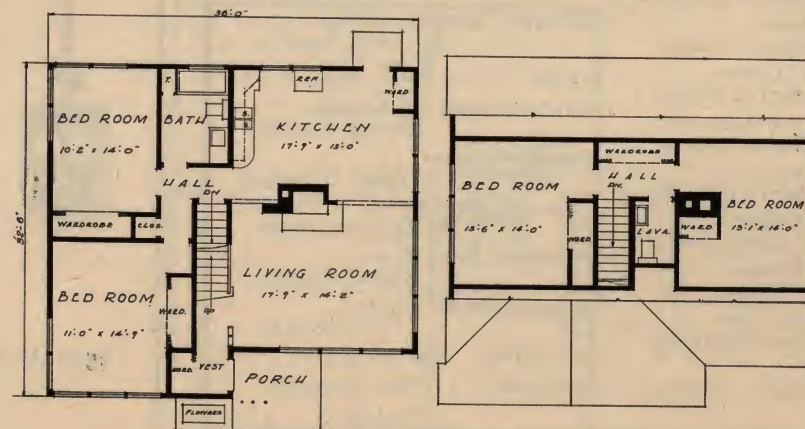
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IMPRESSIVE in design . . . efficient in planning! Here's a house that will please the entire family whether it be large or small. Four bedrooms or two, this home provides easy and comfortable living. Note the wall of windows in the spacious living room, and note also how the natural fireplace cleverly forms the partition between the open planning of the kitchen and living room. The open stairway to the second floor completes this gorgeous interior setting. Each of the large bedrooms features folding door wardrobe closets and high-set windows for comfortable furniture arrangement. The kitchen is of step-saving design complete with rear door wardrobe closet. In every detail this house assures the finest in living at an economical cost.



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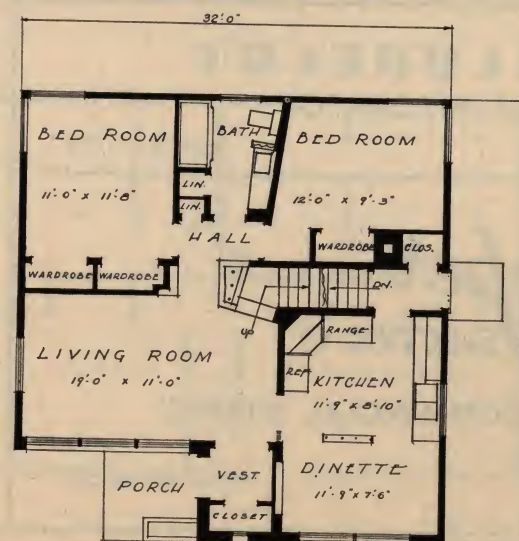
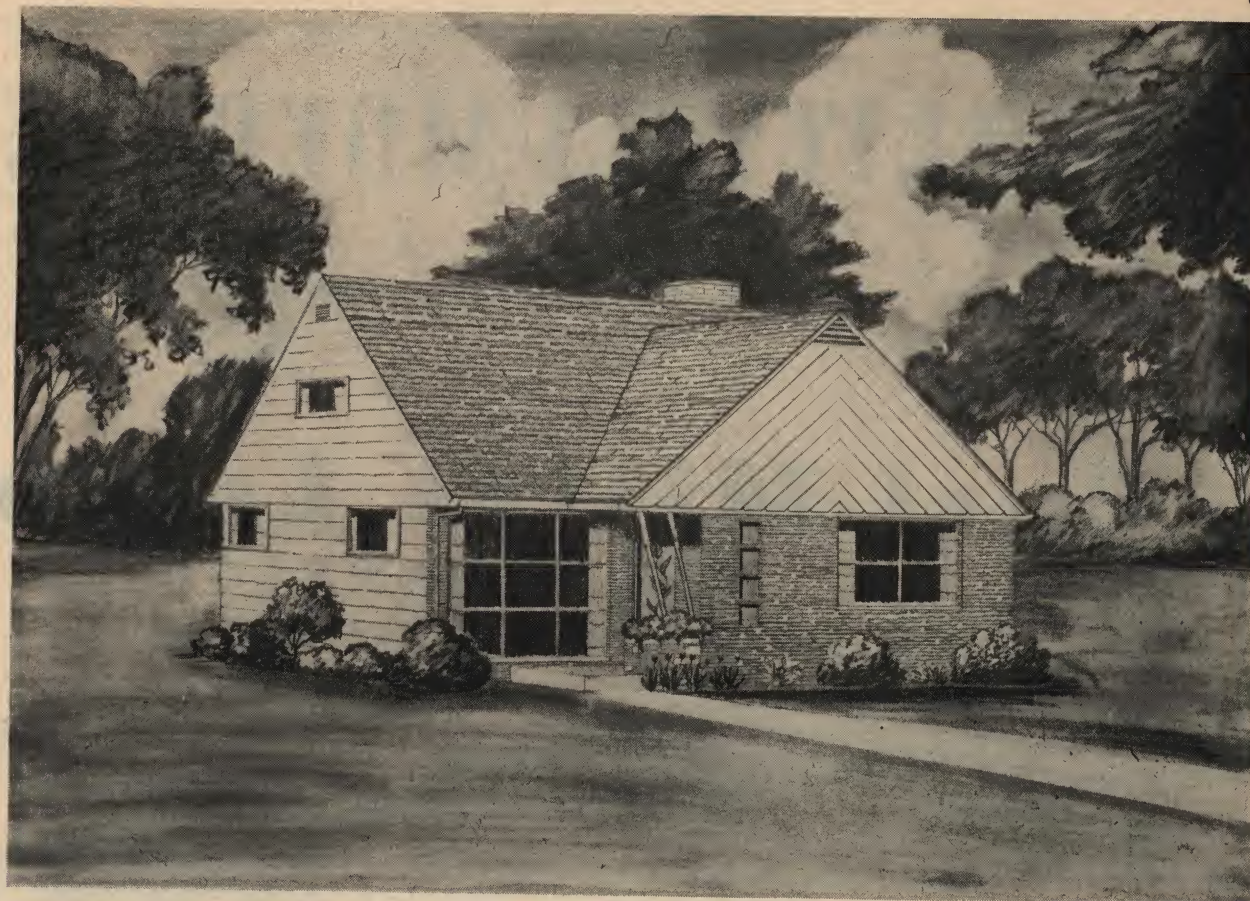
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MILWAUKEE 8, WIS.

THE modern theme of exterior design with its white roman brick and Welltex lifetime siding is surpassed only by the excellent floor plan of this expandable 2 bedroom 1½ story house. It is complete with separate tiled vestibule, open stairway set off by an attractive flower box, a large wall of windows in its spacious living room, a clever "shadow-wall" separating the efficient attractively designed kitchen from the large dinette area, the built-in dinette shelves, and the tiled vanity in the all-tile bathroom. This home has all thermopane awning type windows (no storms required) and has the new tension bar screens which are changed from the inside. The corner windows in both bedrooms affords easy furniture placement. Note also the large amount of closet area with built-in shoe racks and ceiling height sliding doors, also including a full size utility closet in the rear hall. Yes, this home is an exceptional value that will provide everyone with all the living comfort required.



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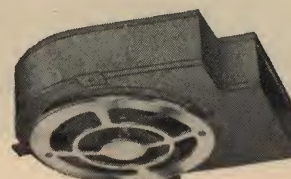
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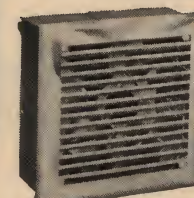
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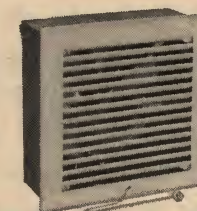
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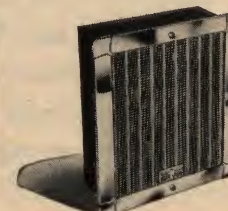
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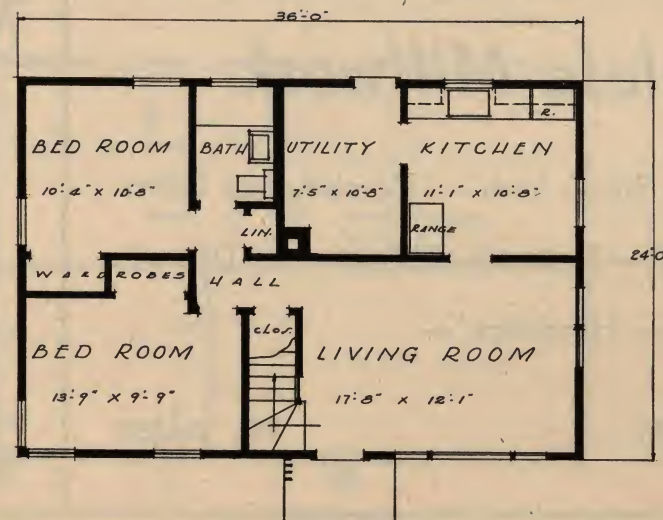
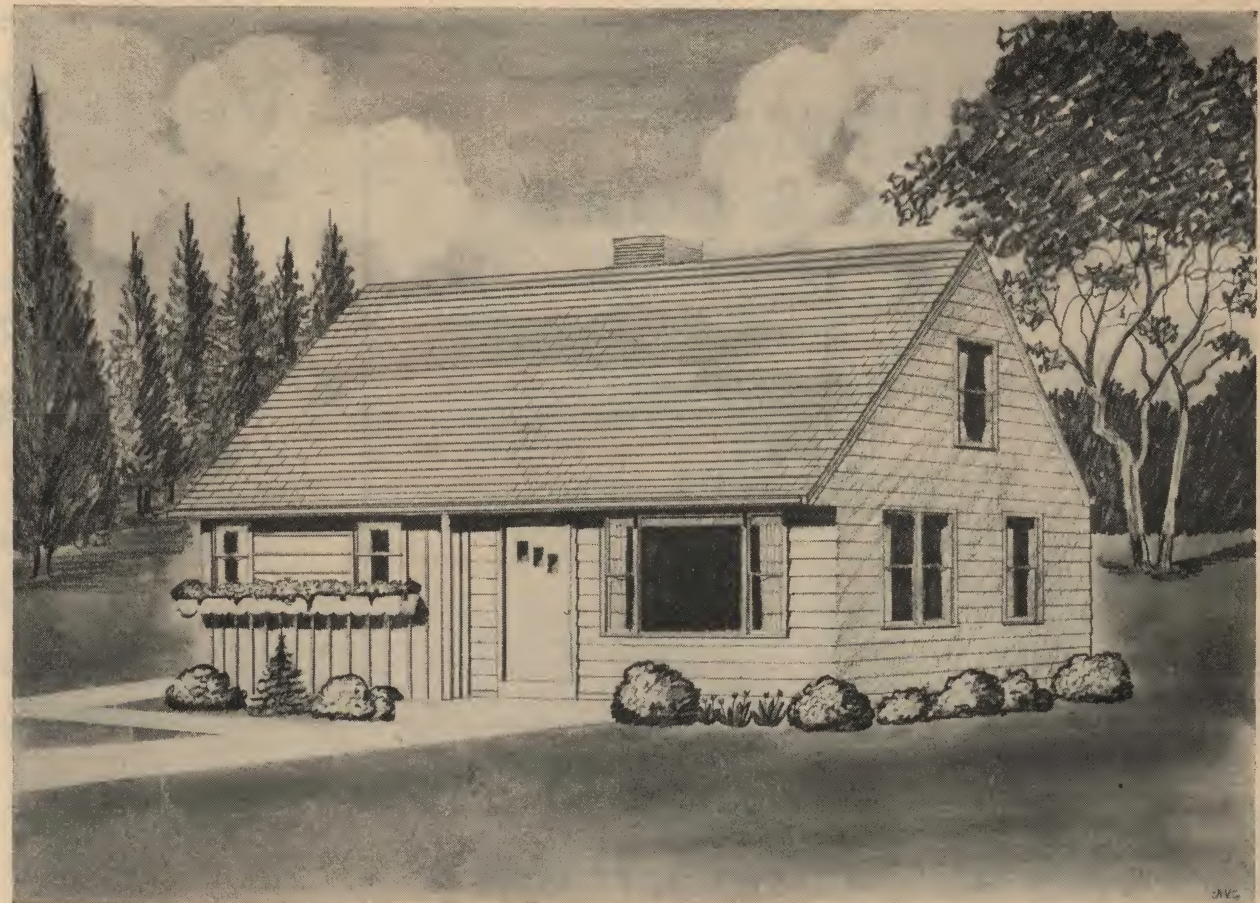
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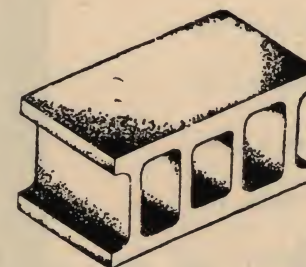
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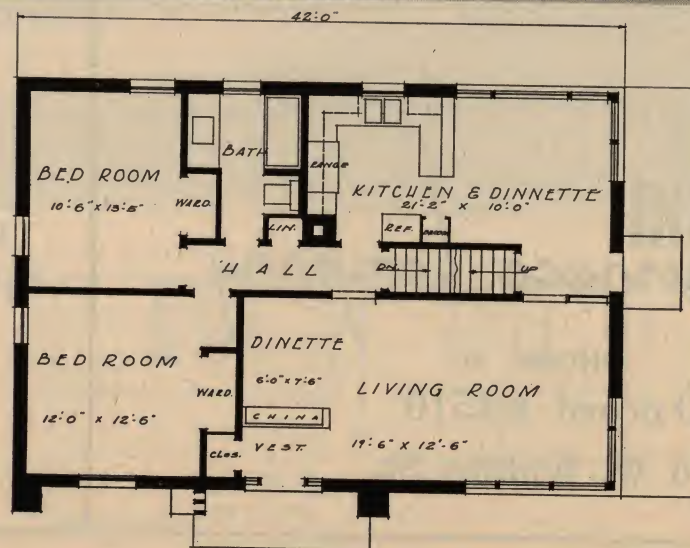
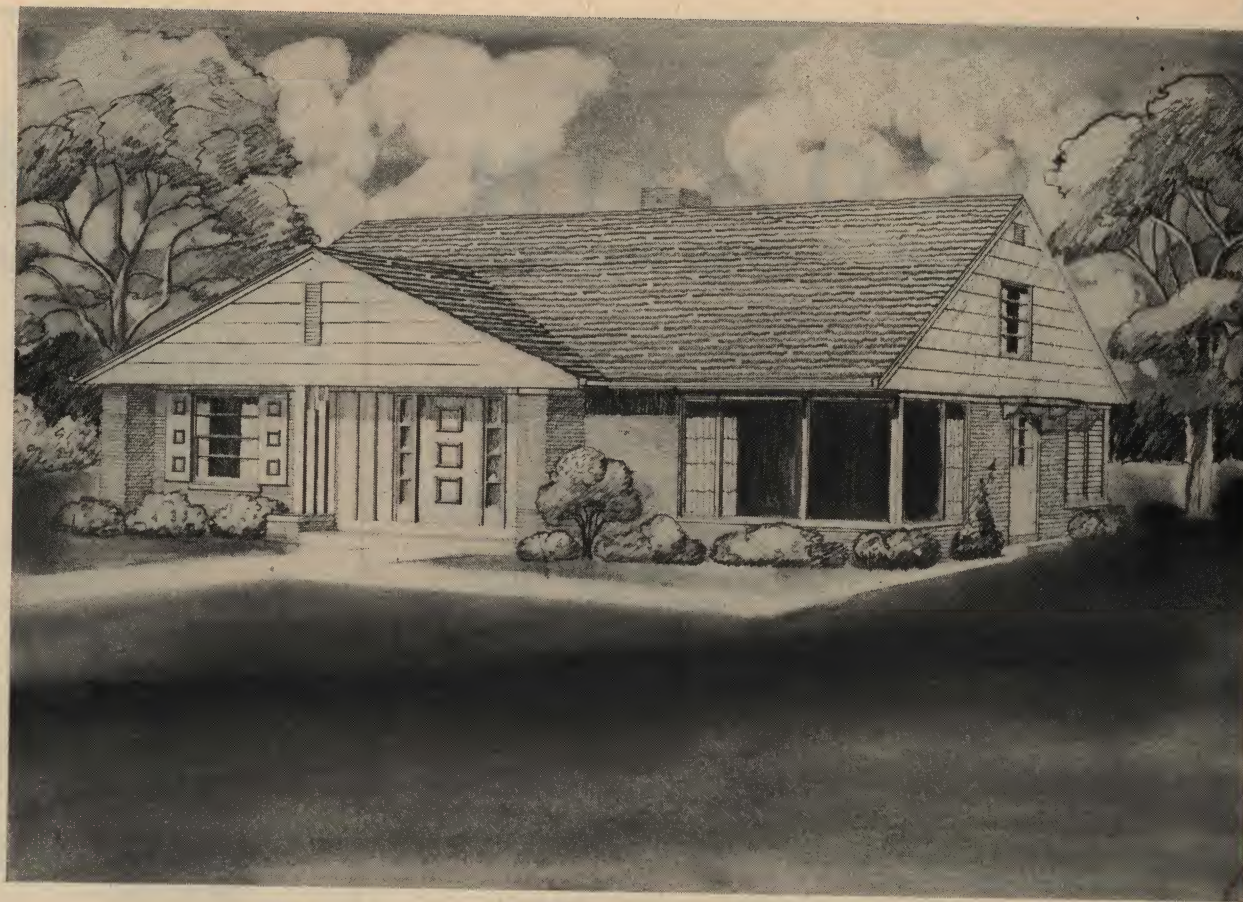


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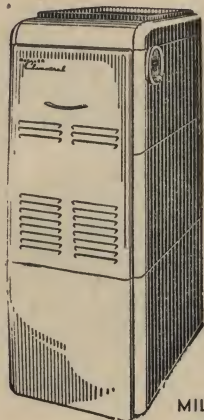
MILWAUKEE 9, WIS.

BEAUTY and efficiency are combined in the 1½ story brick house located in Majestic Country Club Highlands (103rd and Meinecke). Truly a dream home complete with spacious living room set off from the vestibule by a built-in china cabinet which also forms the convenient dining area. The large corner window of the living room enhance both interior and exterior design. The whole family will love the all purpose breakfast room featuring the now famous "Jalousie" windows and an island bar which separates this area from the step saving kitchen. Large wardrobe closets accompany each of the well planned bedrooms. Note also the striking effect produced by the front gable which serves as a shelter for the front stoop. Don't miss seeing this house built by Goelzer and Schultz, famous for quality, design and construction.



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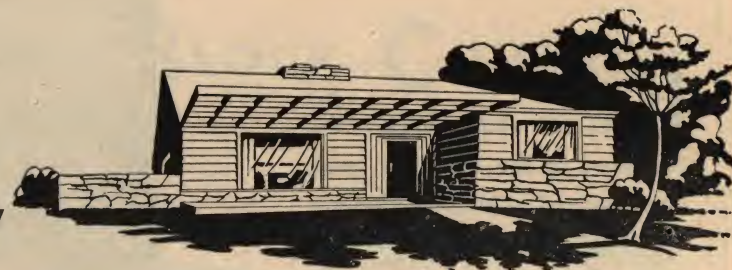
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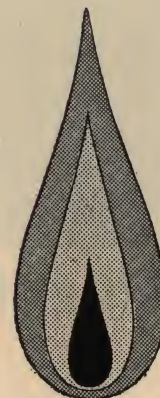
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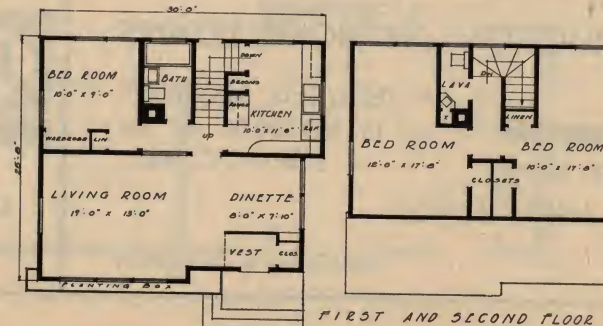
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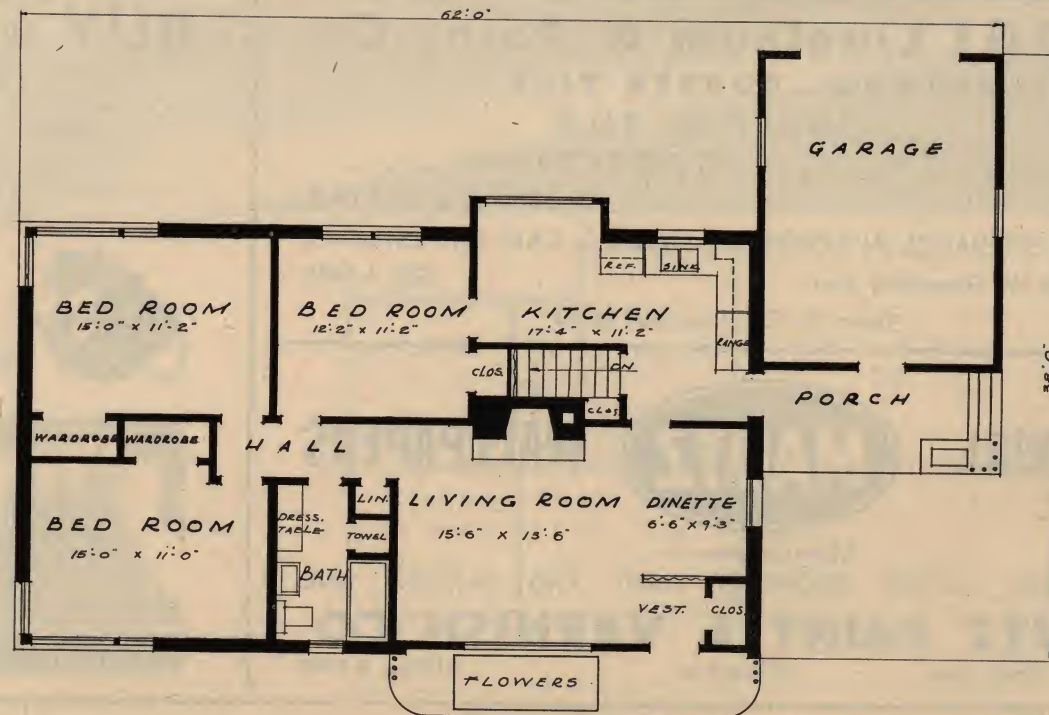
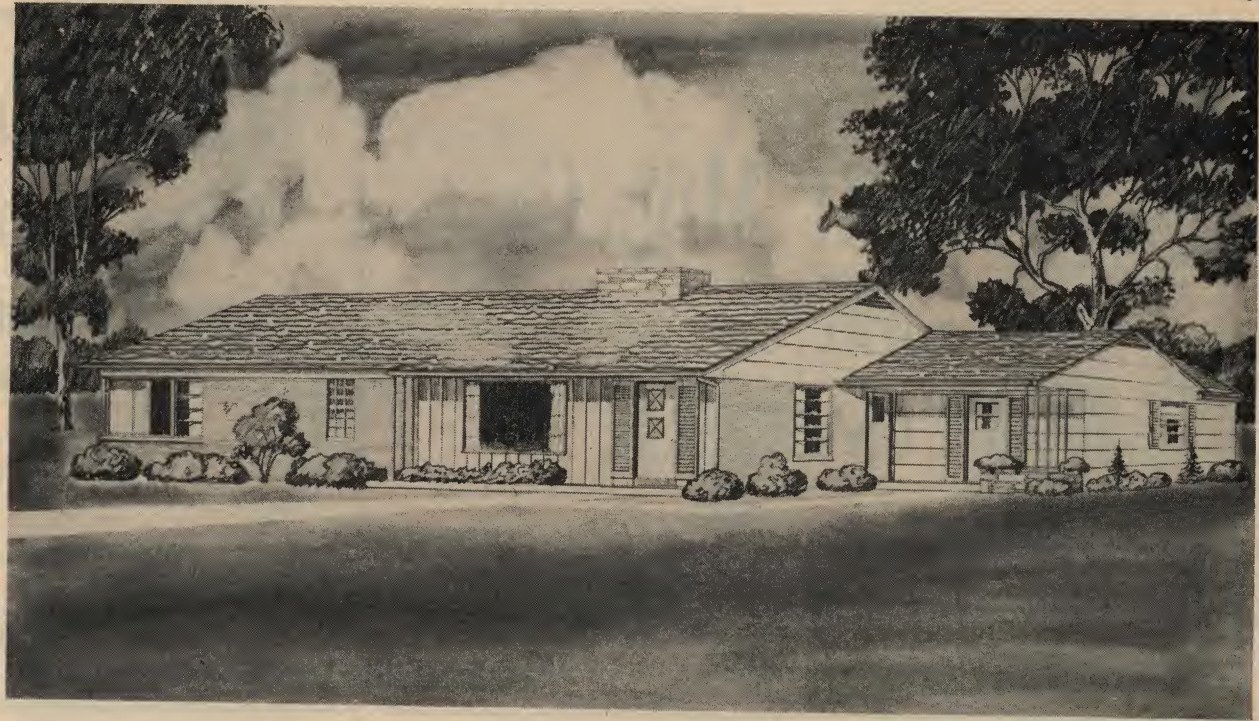


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RAMBLING in its appearance, this combination brick and nicely frame trimmed home is an outstanding example of clean and enduring ranch design. It's massive inside fireplace and charming thermopane windows add both cheerfulness and comfort to the large living room and dining area. Two large and airy bedrooms with corner windows and sliding door wardrobe closets, a third bedroom or den, a superb kitchen with step saving design, a convenient breakfast area framed by the picturesque setting seen through its large thermopane, and a large attached garage are well planned for easy and comfortable living. Note the great abundance of closet and linen space, and the dressing table in the bathroom. In this handsome house a family has all the qualities for a perfect home!



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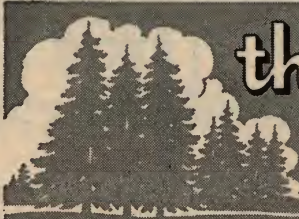
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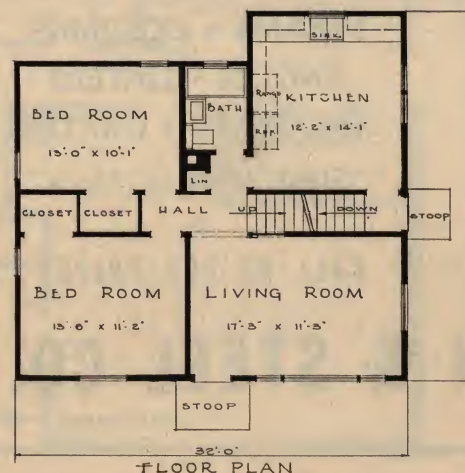
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EXCELLENT construction combined with attractive lines and economical design insures a lifetime of convenient living in this easy to expand 2 bedroom house. Noteworthy features are the large amount of window areas in the living room and kitchen, and the glass block bathroom window. An open stairway is nicely located off the living room at the central hall. The practical arrangement of the kitchen with its spacious dining area will save the lady of the house many extra tiresome steps. Particular attention should be given to the sizeable bedrooms and bountiful closet and linen space. Complete with full basement this house is an outstanding favorite with any family.



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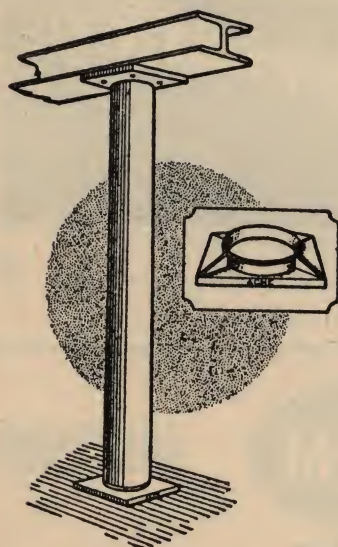
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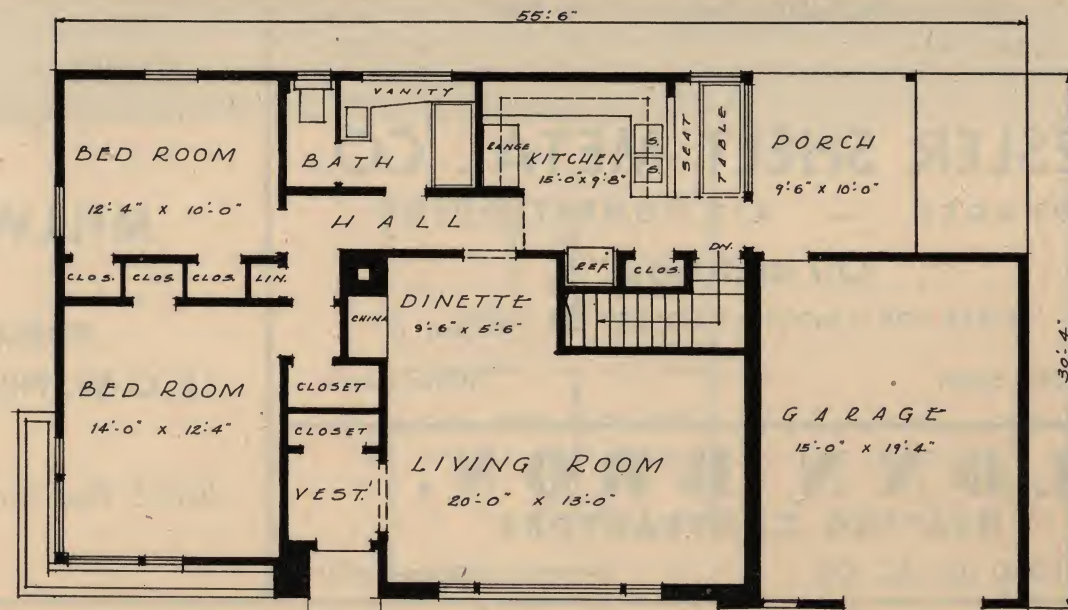
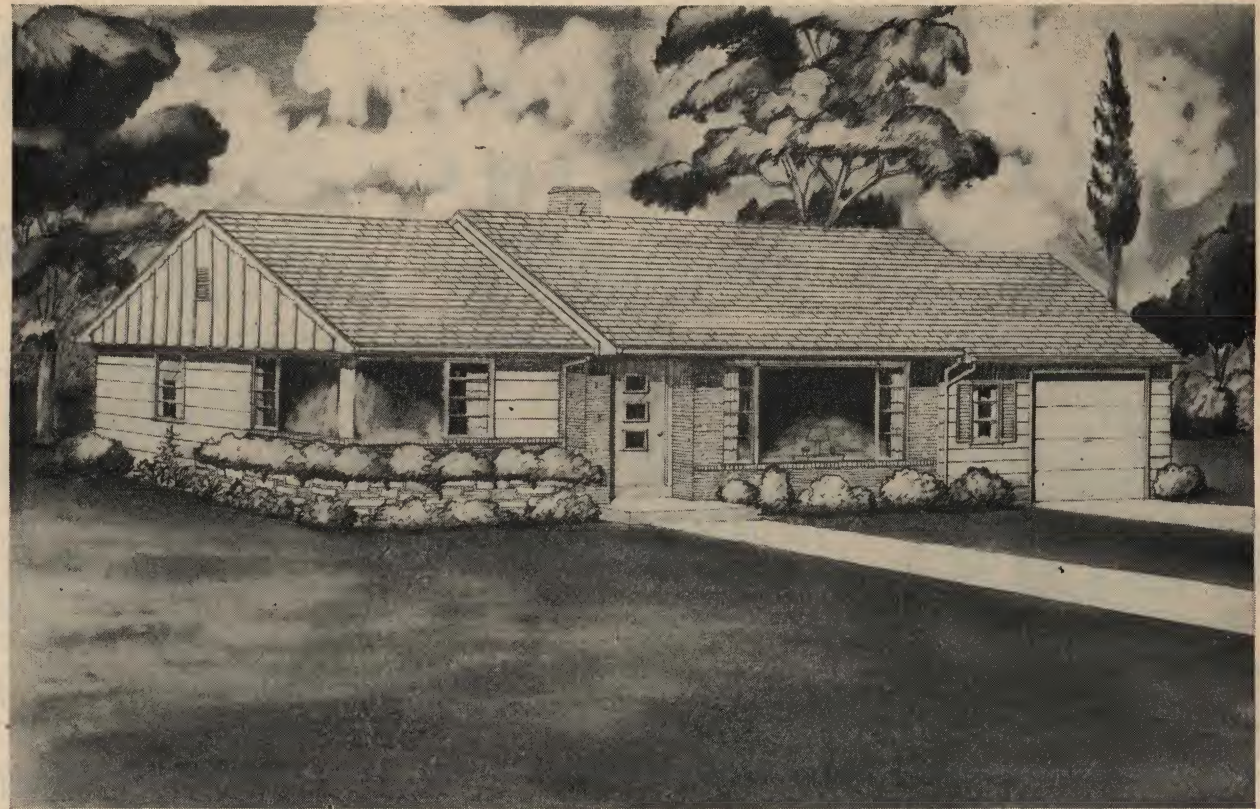


2013 E. Fernwood Ave.

SH. 4-5629

MILWAUKEE, WISCONSIN

IMPRESSIVE and modern in its styling, this 2 bedroom dream home has all the features needed for perfect living. From its superbly designed exterior to its well planned interior this home symbolizes the coordination of beauty and utility needed for outstanding comfort and convenience. It features large window areas in each room, a built-in vanity and dressing table in the bathroom as well as formica walls and separate doors for lavatory and bath. The kitchen is superbly treated with a separate breakfast bar overlooking the large rear porch and a compact "wife-designed" working area. The master bedroom is splendidly designed with corner windows looking out over the enormous brick planting box garden at the front of the house. The cozy living room-dinette area features a built-in bookcase and china cabinet. All this plus the attached garage add up to a wealth of fine living.



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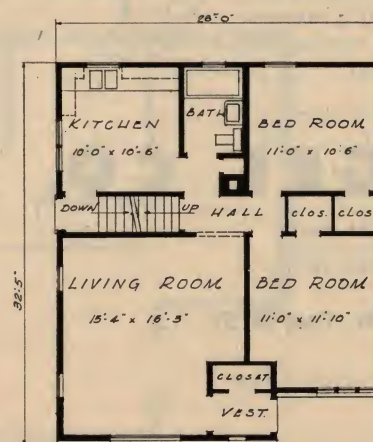
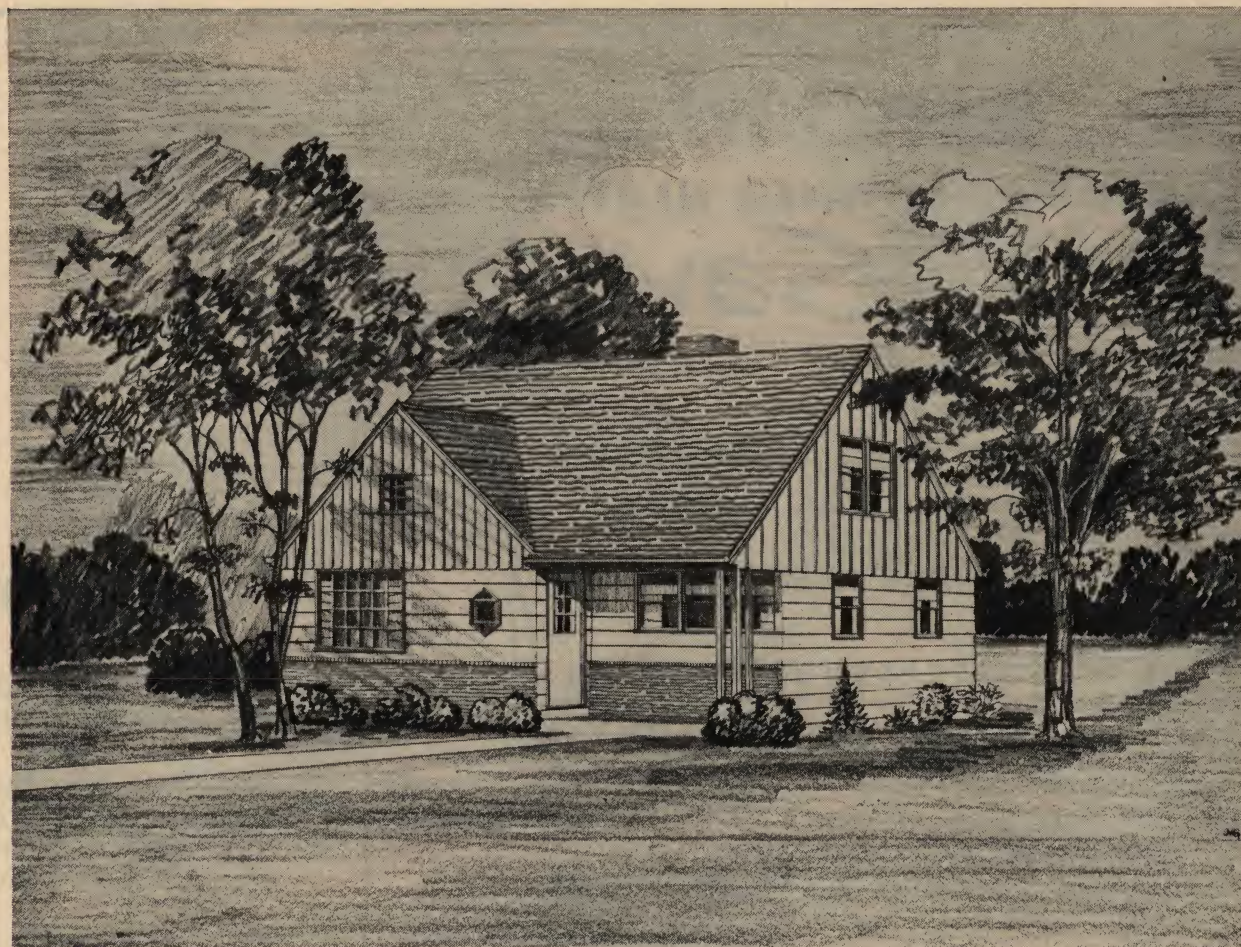
4010 S. Pine Avenue

HUmboldt 3-6650

MILWAUKEE 7, WIS.

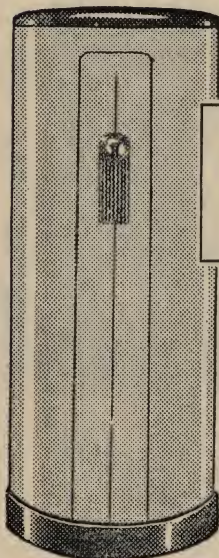
IDEALLY suited for the narrow lot, this attractive story and a half house, with its weathered edge stone front, features a large almost square living room with separate vestibule and guest closet. Two convenient sized, airy bedrooms contain ample closet space. The spacious kitchen featuring a well-planned cabinet area is just what the housewife ordered. Easily accessible basement stairs from either the kitchen or directly from the outside is another feature of this expertly designed home. Excellent room arrangement provides the ease of living so necessary to the modern family . . . and if your family grows you can economically add more rooms in the large attic.

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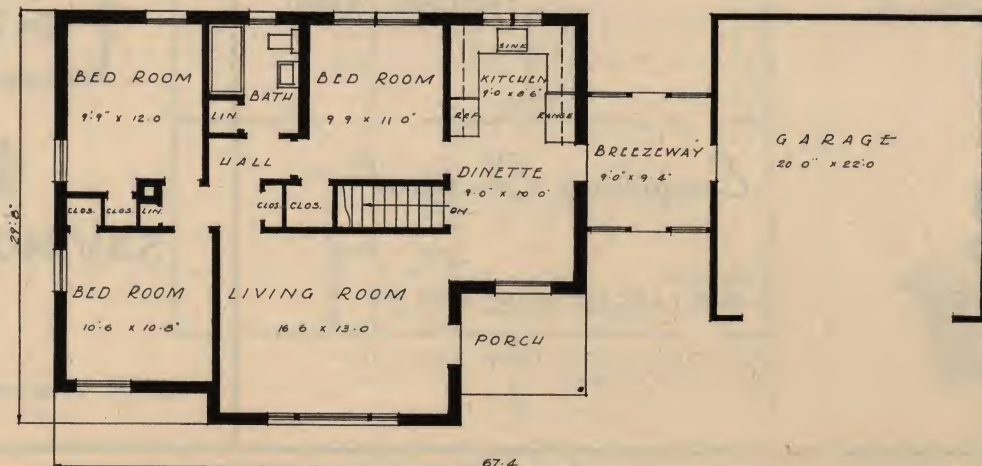
F. R. DENGEL CO.

WHOLESALE OF FINE
PLUMBING APPOINTMENTS

Showroom at 1114 N. Fourth St.

Open daily Monday through Friday

THIS brick veneered ranch house with attached garage and breezeway is an asset to any neighborhood. Complete with three bedrooms and dining area this home features an efficient, well-planned kitchen with formica-topped cabinets and an asphalt tiled floor. The large front thermopanes enhance both the exterior and interior design. The well arranged floor plan also includes a spacious living room with lots of wall space for easy furniture placement. The bath features a tiled floor and tile around the tub. It is located conveniently between all three bedrooms and away from the living room. Yes, there's no place like home — especially when its quality built, and expertly arranged.



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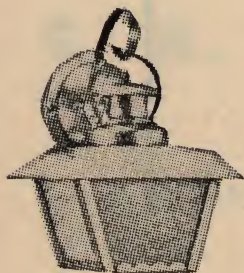
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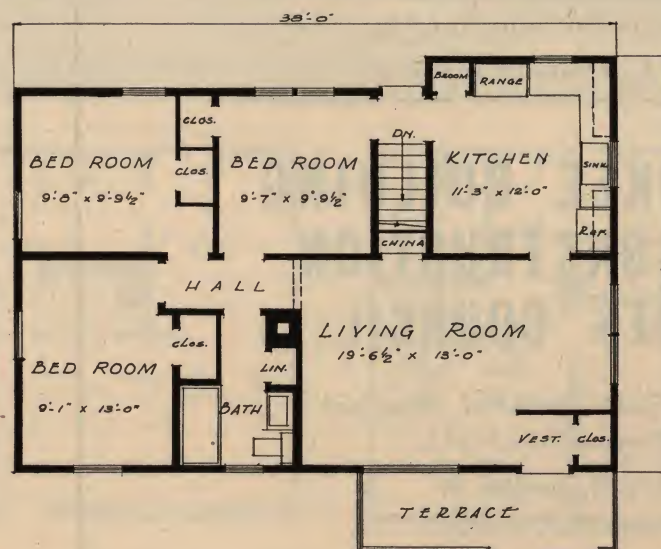
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ROBERT J. PITTELKOW, President

233 E. Wisconsin Avenue

DAlY 8-2553

THIS impressive three bedroom semi-ranch house is made to order for the entire family. Its large 17 foot concrete terrace with overhanging roof offers a cool relaxing spot during hot weather. The separate vestibule features a corrugated glass wall separating it from the dinette space. A large picture window in the living room and sufficient wall area affords a cheerful and relaxing room. The kitchen has an attractive arrangement allowing an under-the-window sink and large eating space. The three bedrooms and bath are joined by a minimum of hall area, and each have ample closet room. The china cabinet in the living room is always an appreciated extra to convenient living. The pleasing exterior is formed by combining siding and crab orchard stone with clean interesting building lines — an economical answer to today's housing problems.



FLOOR PLAN

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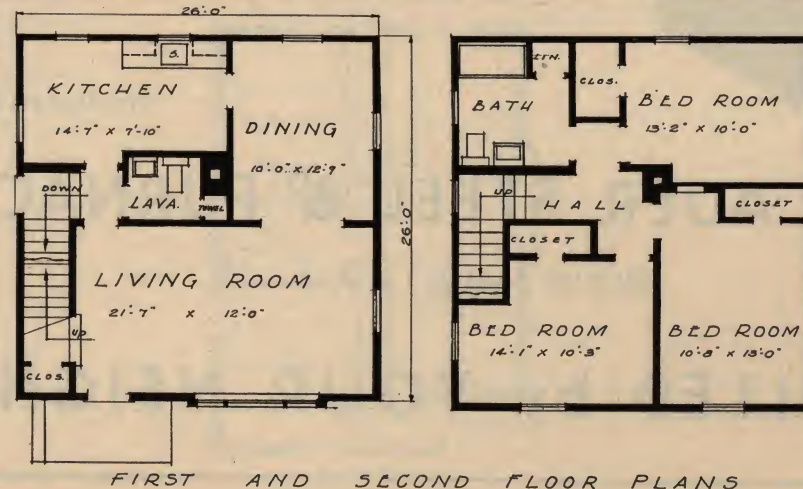
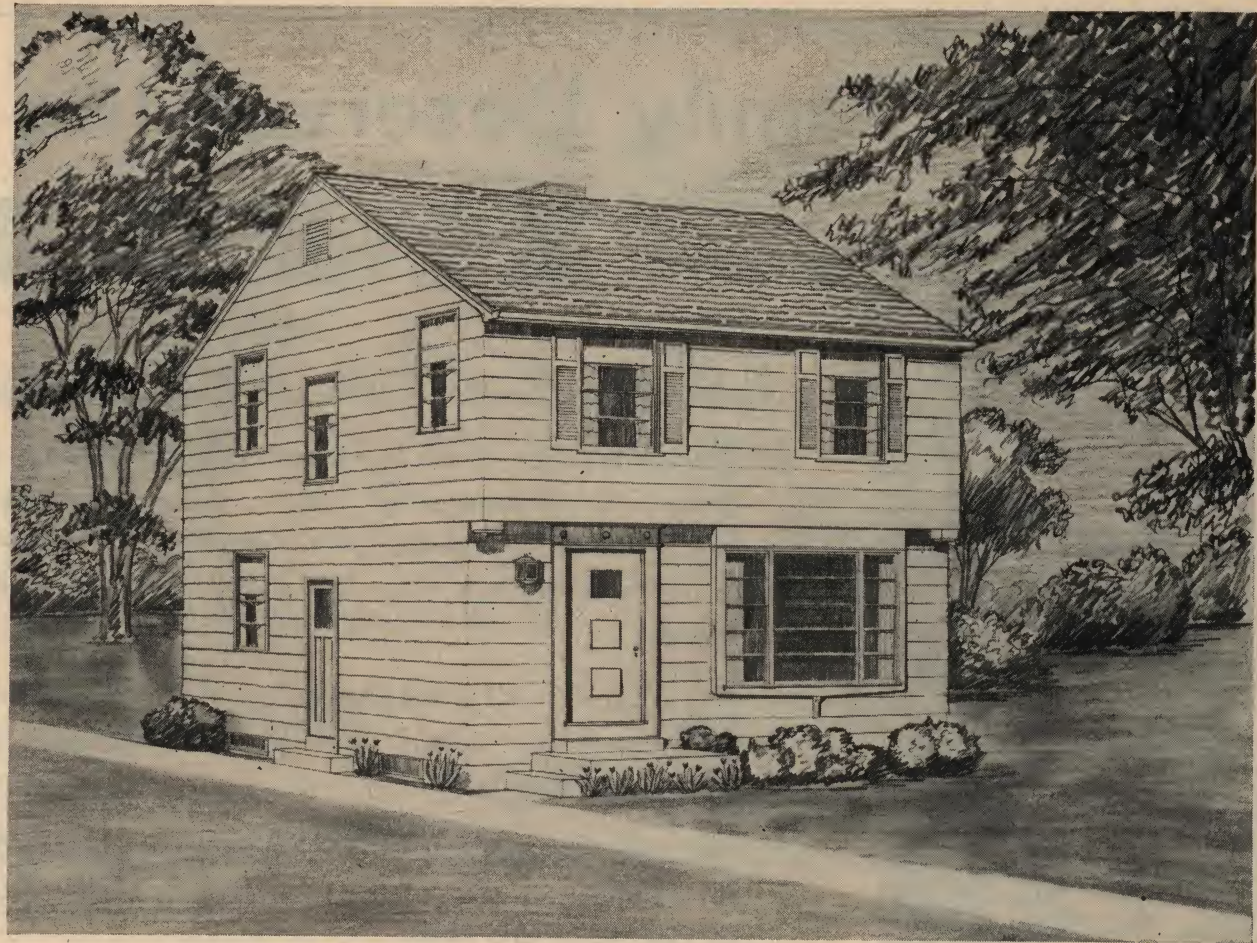
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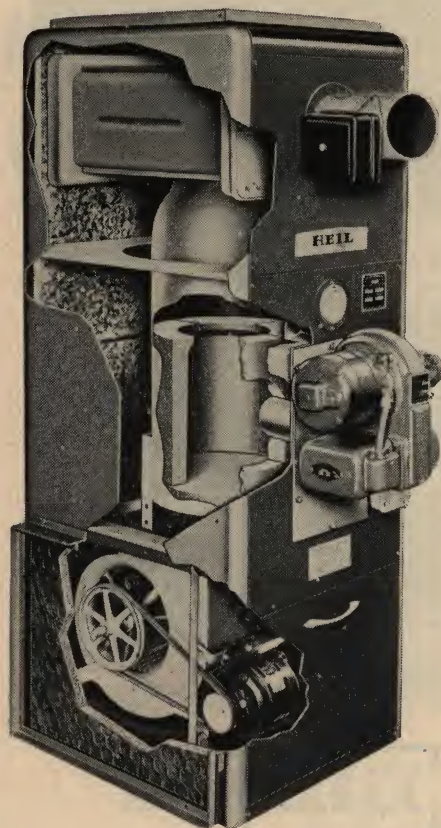
HERE is real economy for the entire family in the ageless, traditional style. A house that is always in demand is this popular 3 bedroom 2 story Colonial. The comfortable living room with its large front windows is joined to the spacious dining room by a large plastered arch opening. The kitchen features a small informal eating area off its compact working space. The powder room on the first floor saves countless steps for the busy housewife or guests. An open stairway to the side of the house affords the entrance to the three good-sized bedrooms and bath on the second floor. All bedrooms are thoughtfully arranged to give maximum amount of wall area and cross ventilation. Note also the large closets in all second floor rooms. Yes, both interior and exterior are architecturally efficient and convenient to any size family.



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Newest sensation of the home heating industry is the Heil Highboy. The view here hides nothing. Simple construction, compact design, attractive appearance —all are apparent. The Quin-Rad heat exchanger — heart of the unit — although a revolutionary new idea in heating, has been thoroughly field-tested under all conditions and has proven itself in every way.

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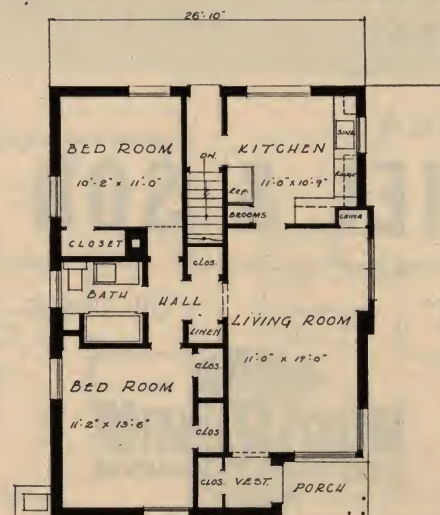
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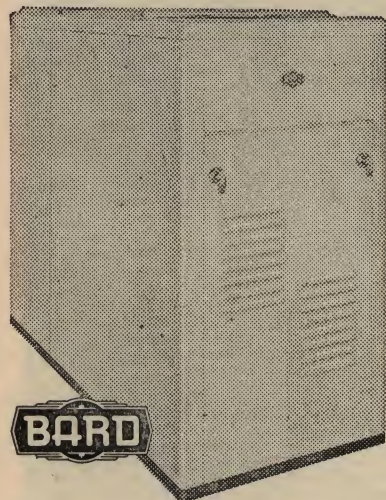
UPtown 3-3200

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A CLEVERLY designed front exterior featuring a side planting box gives this house a feeling of extra width. In this interesting plan a convenient vestibule leads into a spacious living room with a dining area complete with china cabinet and large picture window. The spacious kitchen which also features a picture window allows a comfortable and pleasant eating area as well as adequate working space. The master bedroom is to the front of the house and contains those convenient "his" and "her" closets. The home can be built with or without an attic. Truly a well proportioned home that will give a lifetime of comfortable and happy living.



FLOOR PLAN



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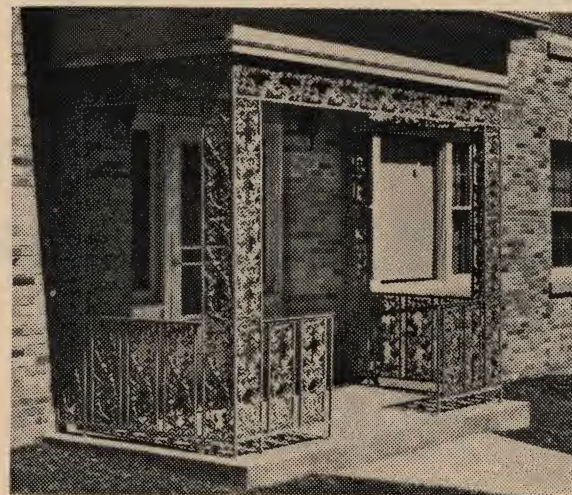
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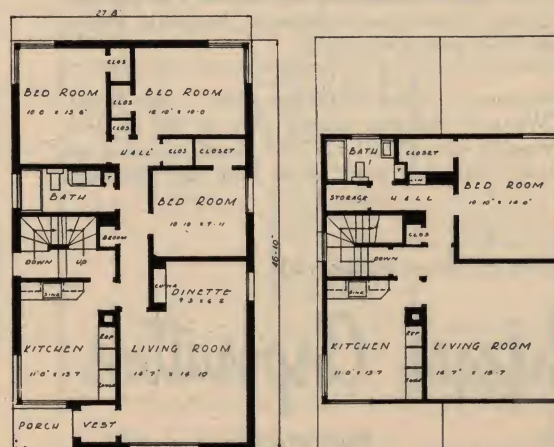
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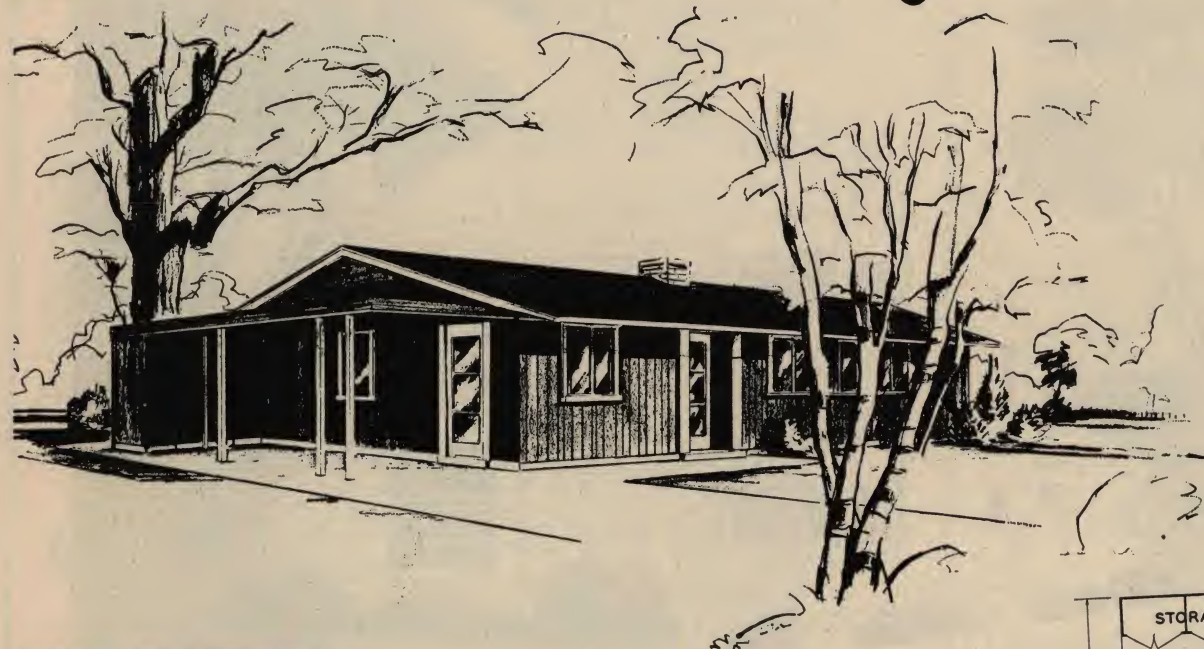
Free Estimates

THIS ever-popular bungalow flat is now complemented by architectural lines rarely found in homes of this kind. Impressive in both exterior and interior planning this two family residence is an asset to any neighborhood . . . and family. Just look at the first floor! It is complete in every detail, featuring a separate vestibule, spacious living-dining combination with china cabinet, a large and efficient kitchen containing a separate corner breakfast area, three!, yes three full-size bedrooms with extra-large closet space. All this living is yours . . . plus an added income from the nicely-arranged one bedroom second floor plan. It is a hard-to-beat combination at a price you can afford.



FIRST AND SECOND FLOOR PLANS

P&H Plans The Home for Your Future !

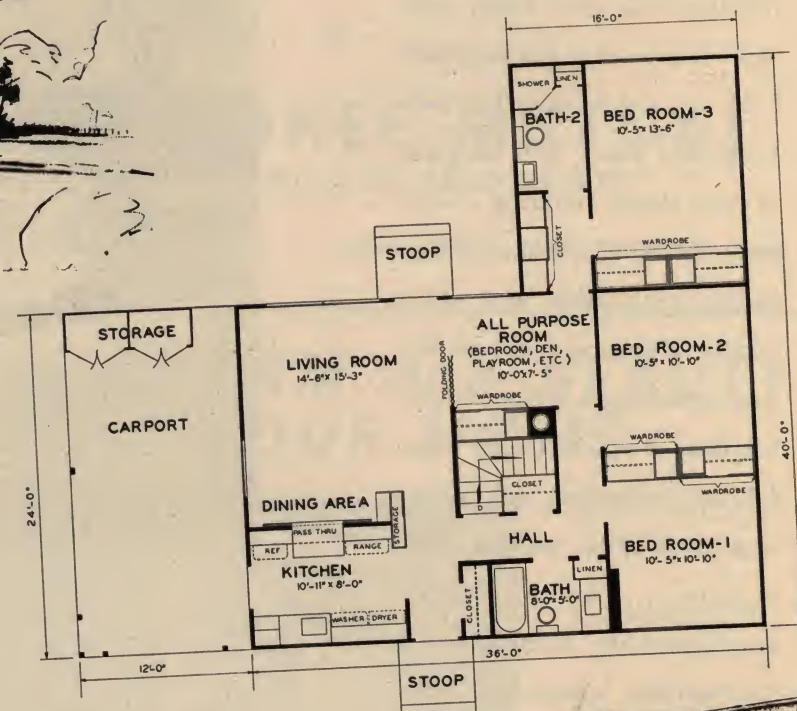


Been dreaming longingly for the easy living of the far West? . . . hoping and praying that, someday, an honest western ranch home, spacious and uncluttered, would appear in the Wisconsin home picture? We expect you have—and we're planning now to bring you such a home in the near future . . . architect designed to make life easier in your future.

OPEN PLANNING BUILT-IN CONVENIENCE

Here's the style, the comfort note, for your future P & H home. Study the floor plan — note how the centrally located basement stairwell "opens" all areas to provide a free flowing movement for everyday household traffic. See the wonderful "built-ins" — the kitchen/dining pass-thru' with cabinets for china and linen, the bedroom wardrobes with shelves and drawers. Other exciting features not shown here include: Thermopane windowwalls, horizontal sliding windows, bathroom vanity and clothes bin, big linen and utility closets.

This P & H home will be offered in a wide variety of 2, 3 and 4 bedroom plans . . . your choice of many striking exterior designs. Sorry! We can't tell you exactly when it will go into volume production but, meanwhile, we hope you'll visit one of our first models, erected by Nordale Realty Co. at the "Parade of Homes", and that you'll let us know just what you think of it.



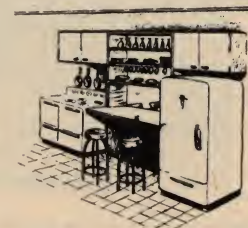
Refer All Letters to: Dept. 53



Harnischfeger Corporation

HOUSES DIVISION

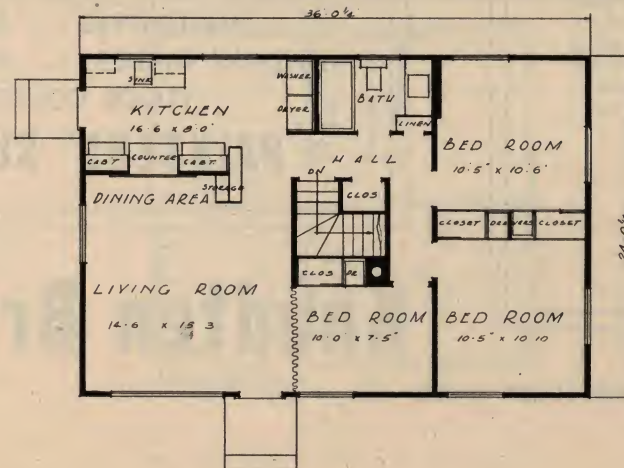
Port Washington, Wis.



THIS newest addition to the P&H Home line features "open planning", which permits an easy flow of movement to and from all areas of the home by means of a centrally located basement stairwell and through the use of a "folding" wall. Other high-lighted features are: picture windowwalls, built-in bedroom wardrobes with drawers and shelves, bathroom vanity with linen closet and soiled clothes bin, dining area china cabinets, and a novel pass-through from kitchen to dining area screened by sliding opaque glass doors. Windows are the horizontal sliding type. Wardrobes have sliding doors.

A wide variety of floor plans make this home available with extra bedrooms and bath, attached garage, breezeway or porch, depending on lot size and shape.

Now, more than ever before, P&H Homes bring you a truly modern concept of better living.





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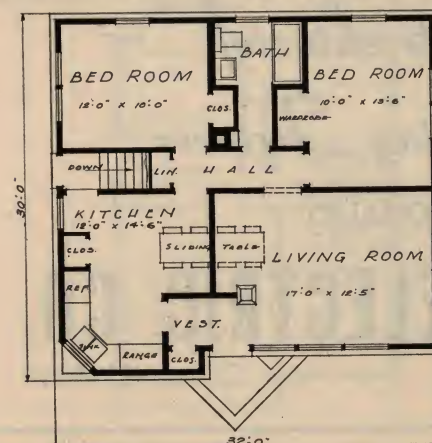


1632 N. 12th STREET

COncord 4-2202



UNIQUE in appearance with its impressive brick design and hip roof this is an exceedingly well planned and attractive one story house. Complete with a front vestibule which allows entry into either the kitchen or living room, large floor to ceiling picture windows, a sliding table between the kitchen and living room which acts as a breakfast table or a dining table, a corner sink under the window overlooking a refreshing planting box, a well planned kitchen with separate working and eating areas. A central hall, 2 large sized bedrooms, conveniently located bathroom, ample amount of closet areas, and full basement.



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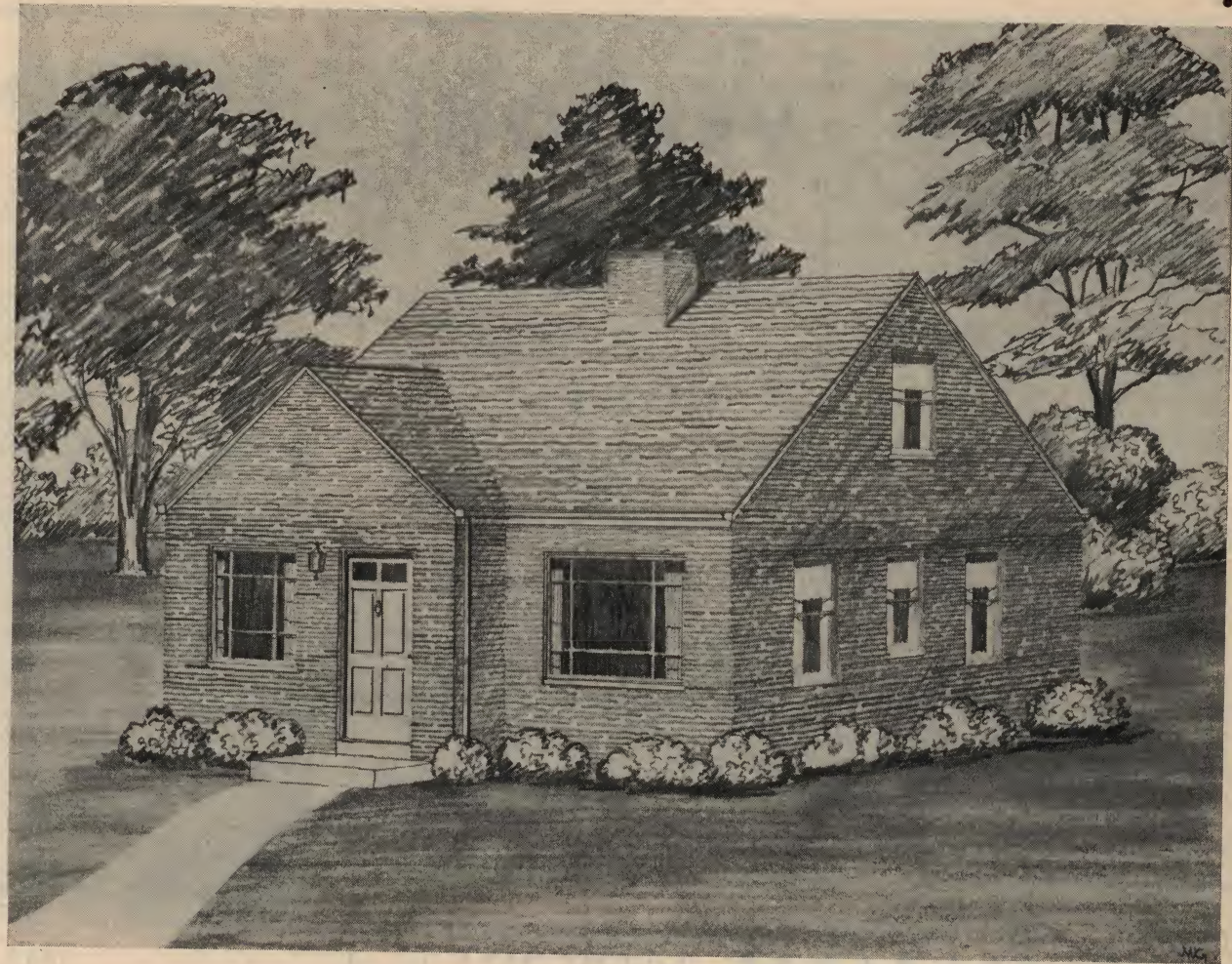
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EASY LIVING! Yes, this compact design allows you to build on a small lot and still retain all the features that are necessary for convenient and happy living. The separate vestibule with guest closet opens into a light and well planned living room. The large dinette features corner china cabinets and picture window. The large central hall arrangement opens into the step saving kitchen as well as the two bedrooms, bath, and attic stairs. Easily expandable, this home is adaptable to the growing family. Its brick exterior makes this home an asset to any neighborhood. A well-planned basement gives the opportunity for a large hobby or recreational area.



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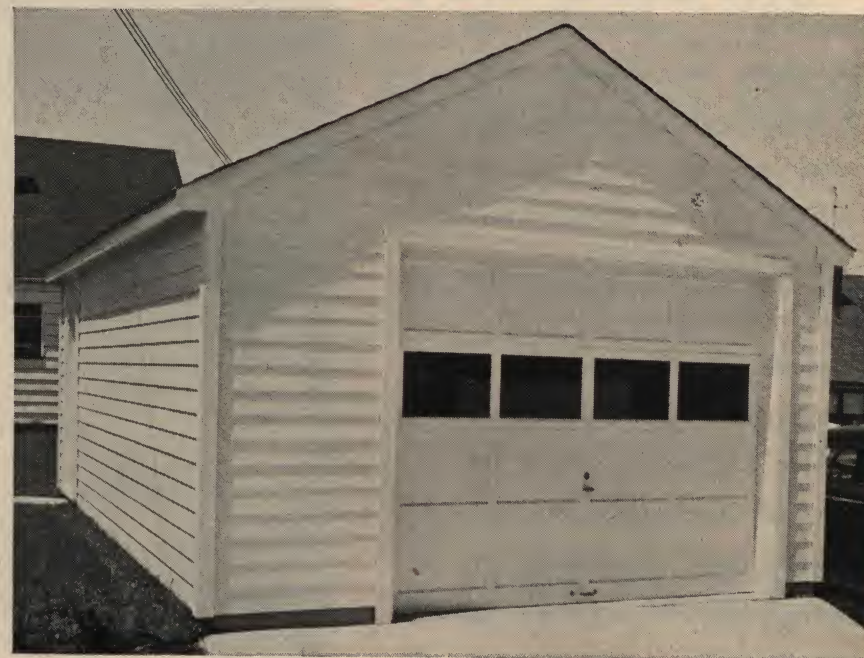
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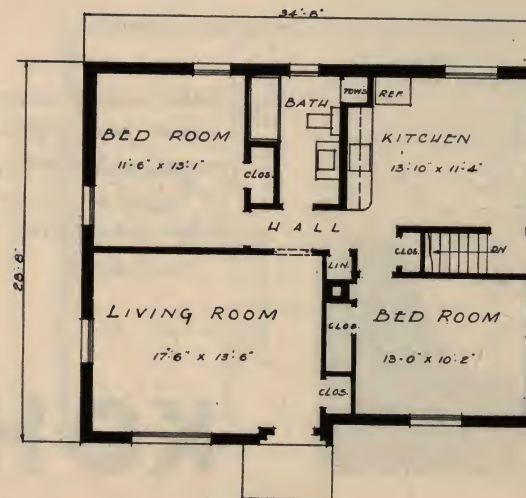
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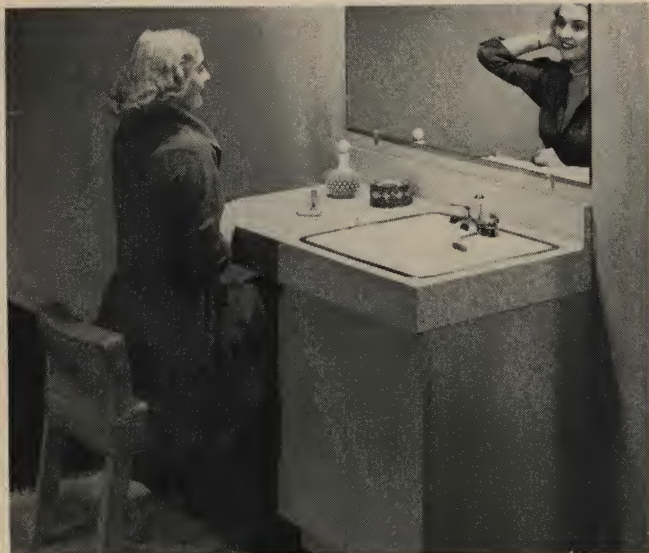
A-1 GARAGE BUILDERS

746 W. Winnebago Street

BRoadway 2-3320

MODERN and spacious in arrangement this comfortable brick and lannon stone veneered home contains many features that is sure to please the entire family. The lovely and plentiful arrangement of window space is accented by the well-designed floor plan. The cheerful living room is set off from the vestibule by an appealing "shadow wall". The two twin-sized bedrooms provide ample closet space and excellent cross ventilation. The perfectly arranged kitchen offers a separate dining space as well as an abundance of cabinet and working area. The practical arrangement of its full basement affords ample room for hobby and recreational facilities. This is a home you will be proud to own — a complement to any neighborhood.





BUILT-IN LAVATORIES

Vitreous china **ARROWHEAD** and enameled iron **TAHOE**. 20" x 18", have generous basin capacity, integral soap dishes, pop-up drains. For custom-built counter tops or with ready-built cabinet illustrated.

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Two deep tubs coated with lustrous, acid-resisting Kohler enamel. Deck type fitting with swing spout, 3 1/2" shelf with two soap depressions, a place for cleansers. Single tub **GLEN FALLS**, with same features; is especially suited to building-in.



NEW Kohler Fixtures for **YOUR** New Home

New designs in Kohler plumbing fixtures anticipate the requirements of current trends in home planning. Illustrated are but three examples of the products Kohler designers have recently developed for today's modern, pleasant and practical home.

The Standish shower bath, the Tahoe and Arrowhead built-in lavatories are styled for more efficient use of available space and greater flexibility of bathroom arrangement. The Twin Falls and Glen Falls laundry trays are especially suited to first floor work areas or utility rooms.

STANDISH SHOWER BATH 42" x 36"

Wider, shorter and lower than the average bath, with flat bottom, the new **STANDISH** is roomy for showering and suitable for adult tub bathing. The low front, 14" high, makes it ideal for bathing children. Triton mixer fitting is chromium-plated, affords easy control of water temperature.

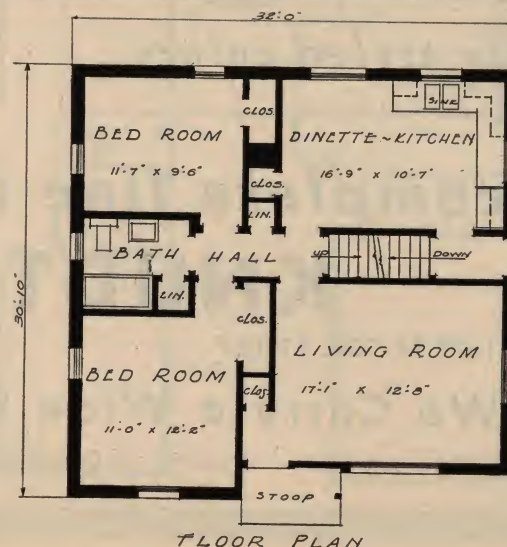
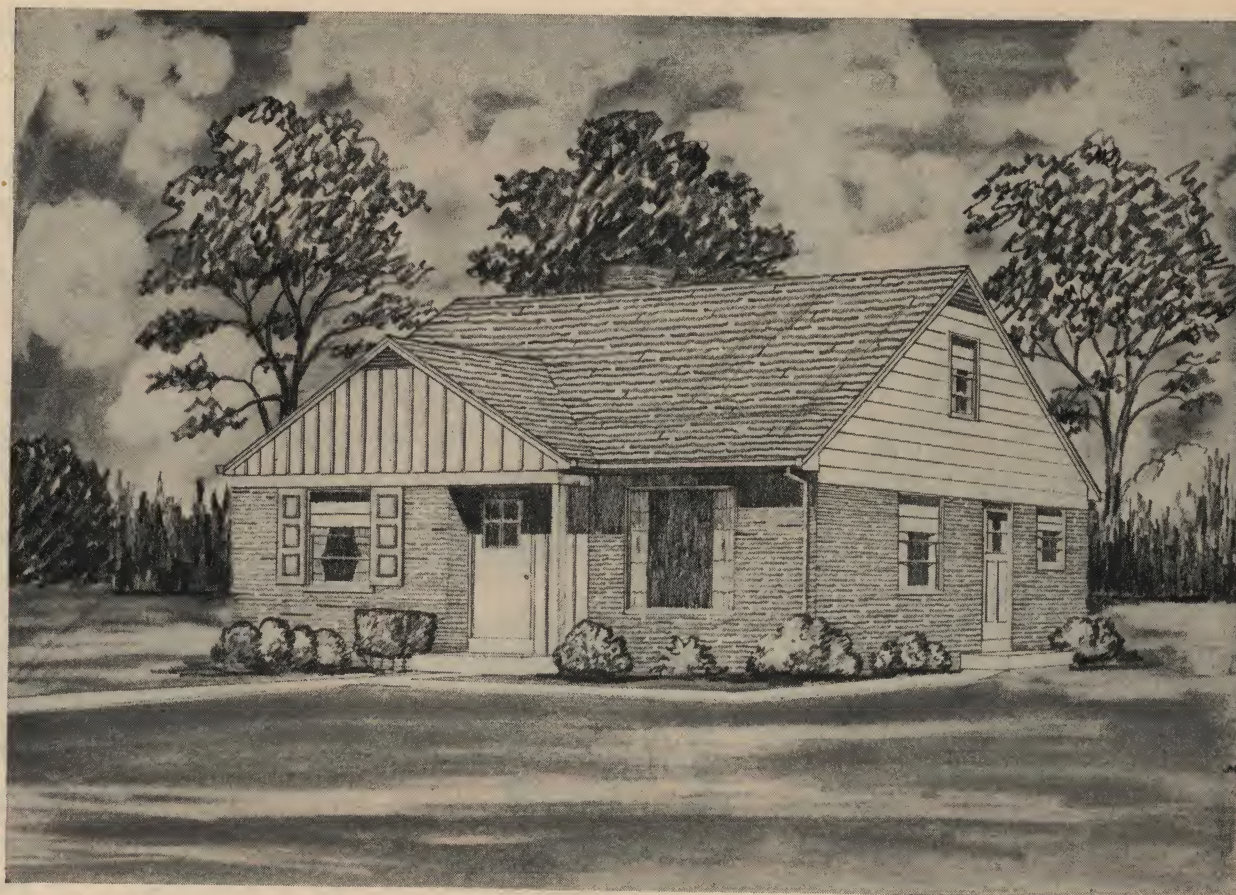


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PLEASING in design this plan presents an opportunity to own your home on a minimum budget and still provide for the growing family. Easily expandable this story and a half brick home contains a large living room with thermopane picture window and well arranged wall area for easy furniture placement. It is elongated in the kitchen which provides a separate dining area as well as a compact and convenient working space. The bathroom is well located off the central hall and between the 2 bedrooms. The stairs to the attic open from the central hall. The master bedroom at the front of the house contains a large wardrobe closet. Complete with full basement this house is a hard to beat value in today's market.



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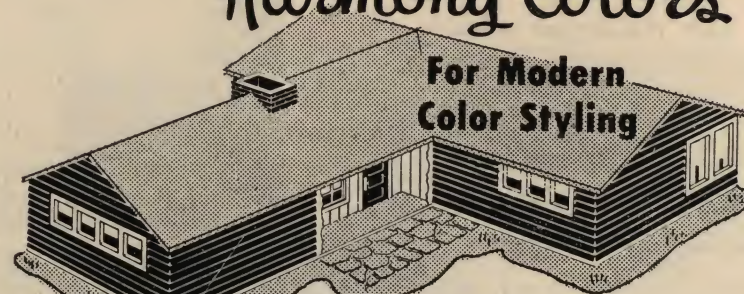
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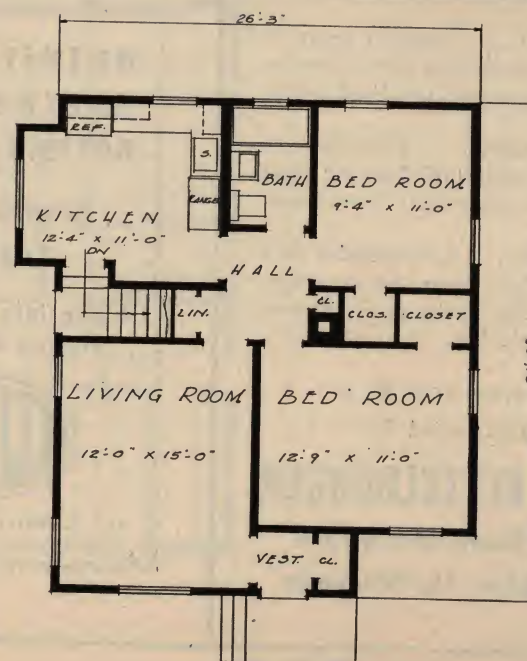
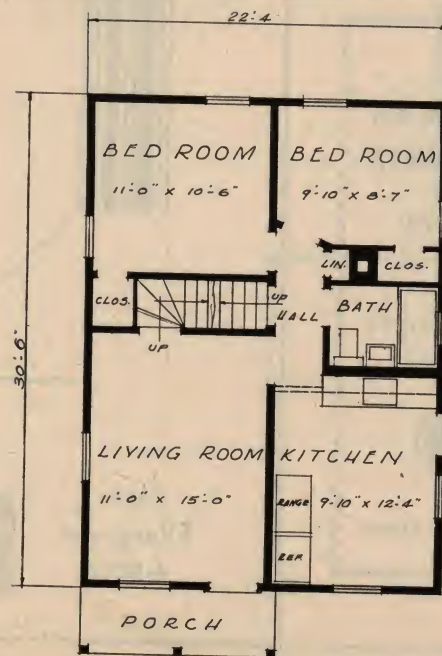
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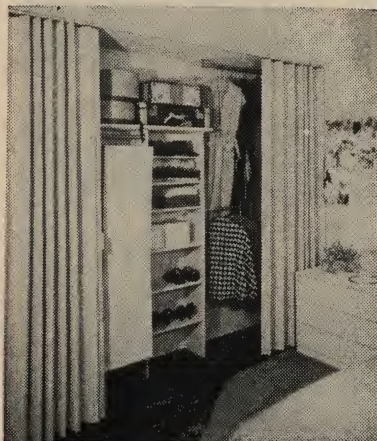
SNUG and cozy but still retaining all the features of big home design this expandable plan (left) is another answer to low-cost housing. The kitchen is just right for the modern housewife, both in working and eating areas. The two sufficiently large bedrooms are conveniently located to the back of the house off the central hall. The living room affords good planning of wall area. A noteworthy feature is the large porch formed by a pleasing front gable design which also adds to its architectural lines. Don't miss this terrific buy.



A COMBINATION of pleasing lines and economy is produced by this single story frame house (right) which features a compact and exceedingly well designed floor plan. A minimum of hall space, due to its central arrangement affords maximum room area. From the separate vestibule with guest closet to the spacious step-saving kitchen with breakfast bay, this plan gives the utmost in convenient family living. Among other features are the two large bedrooms with ample wall area and excellent cross ventilation. The living room is enhanced by a cheerful picture window at the front of the house. The full basement is easily accessible from either the kitchen or directly from the outside. Complete with oil forced air heating and sturdy construction, this house is designed to give you the most living for the least cost.



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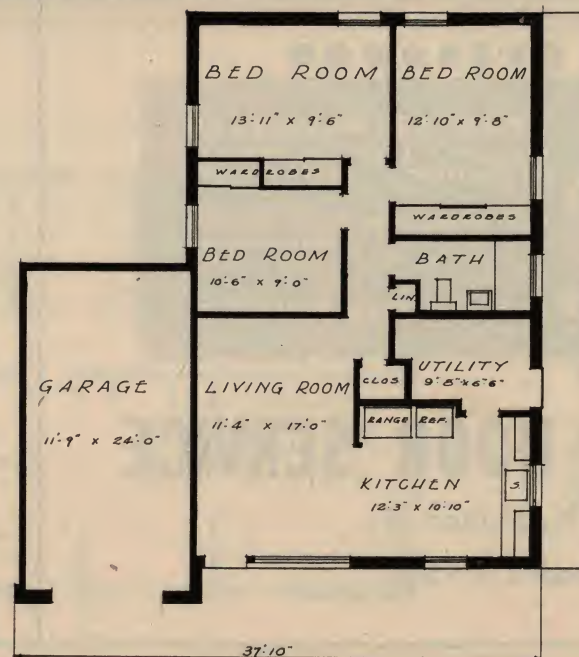
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CLEVER innovations combined with attractive lines produce an extremely decorative exterior on this part brick ranch style home. Made to order for the modest income families that demand three bedrooms this basementless house features a refreshing open design between the kitchen and living room which results in a massive living and dining area. Each of the three bedrooms contain large wardrobe closets and are well arranged for convenient furniture placement. The side door opens into the large utility room which houses the hot water heater, the washer, and the hot air furnace. Note also the length of the attached one car garage. Yes, this is indeed a budget-wise home that will please the family through the years.



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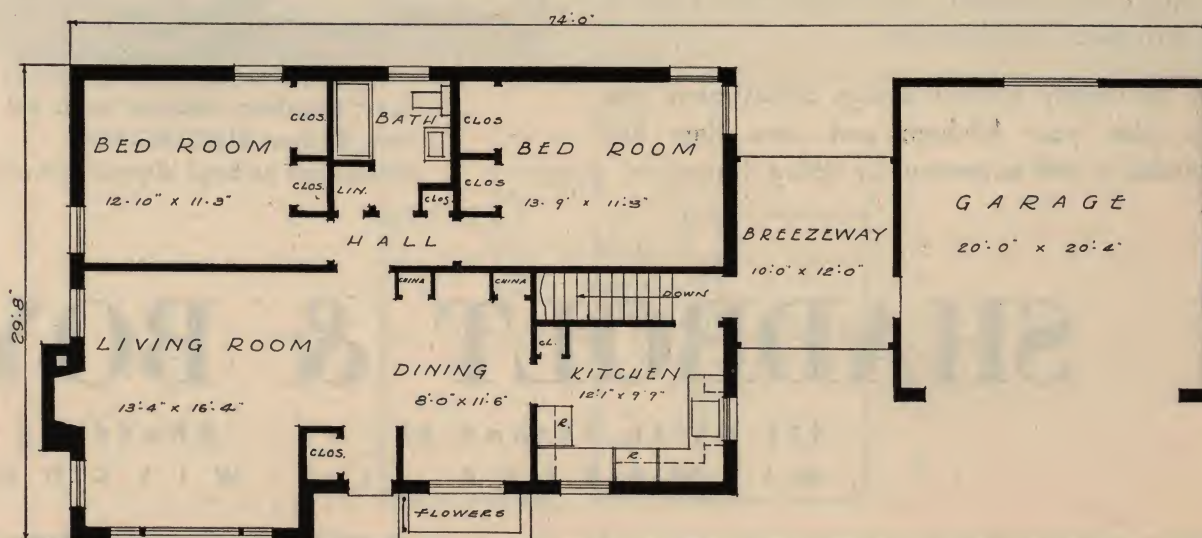
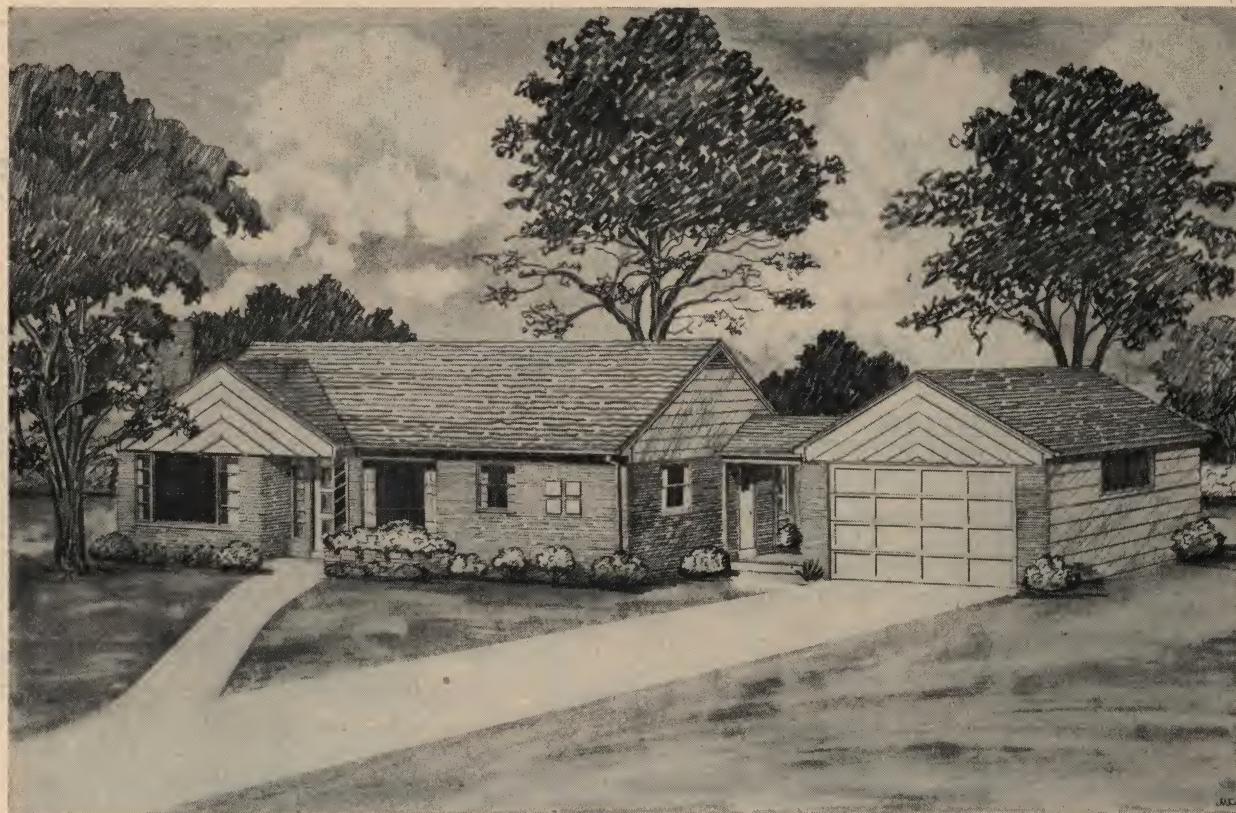
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A BEAUTIFUL rambling brick and frame ranch house with attached breezeway and garage. This pleasing home is carefully planned for comfort and convenience. It's inviting living room presents a cheerful atmosphere with its large thermopane picture window. The full family size dining area has a thermopane window overlooking the front flower box garden, and features two built-in china cabinets. The bright and cheery kitchen is more than an efficient work-room. Complete cooking facilities are built in the kitchen cabinet area, including an eye level oven. It's a show place you'll want everyone to see. The master bedroom features a built-in chifferobe closet which contains six drawers and 3 shelves. This is in addition to the large sliding door closets. Picturesque and practical in detail even down to the eleven block basement this house is sure to please the entire family.





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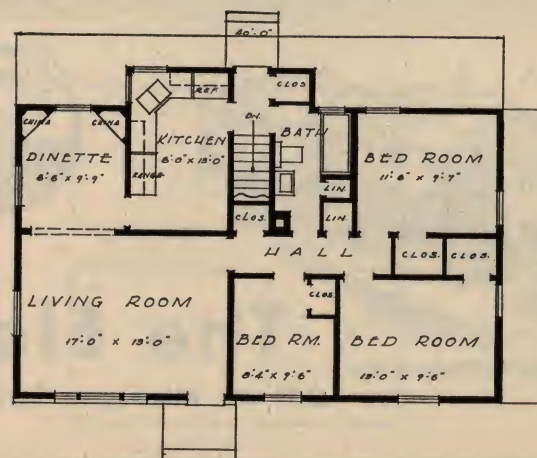
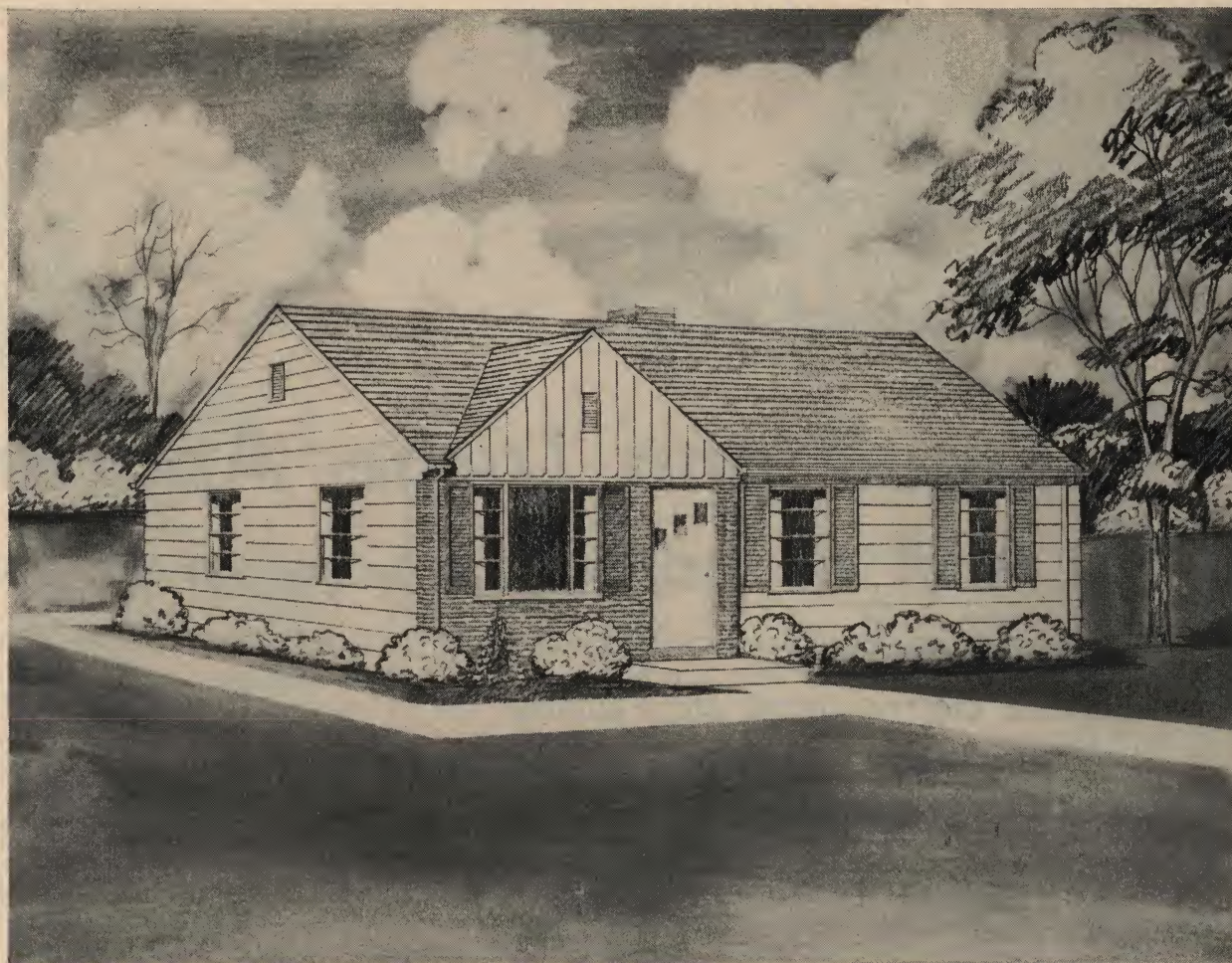
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DESIGNED to give the utmost in living comfort this three bedroom ranch styled house is perfectly suited for the entire family. The generous-sized living room leads into the impressive but cozy dining area which is complete with corner china cabinets. The step-saving kitchen plan features corner windows and sink, plus plenty of cabinet space. The bathroom is accessible from either kitchen or central hall — a real convenience. The three bedrooms have ample closet area and wall space for good furniture placement. Note the pleasant stone and frame exterior of this exceedingly well-planned house. Truly a home any family would be proud to own.



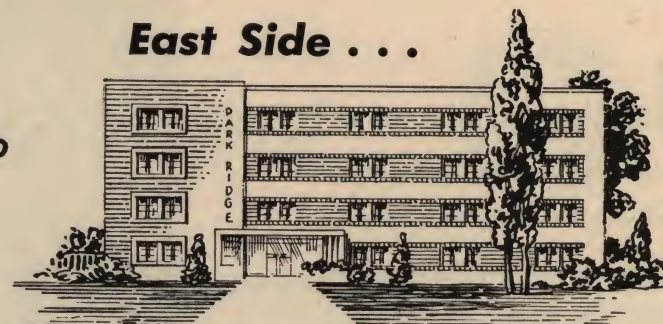
North Side . . .



14 apartments at N. 24th Place and N. Teutonia Ave.



East Side . . .



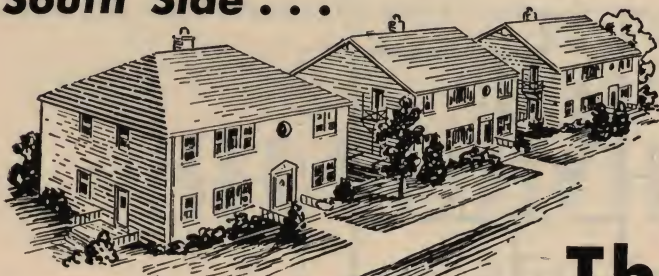
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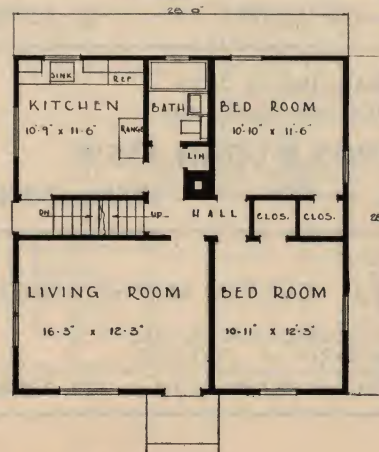


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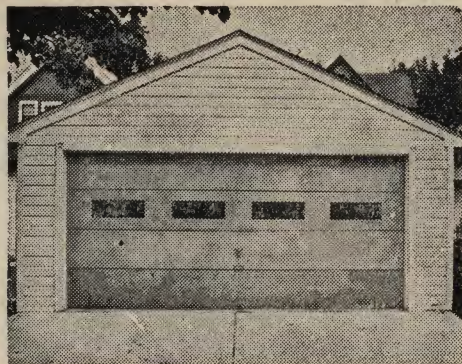


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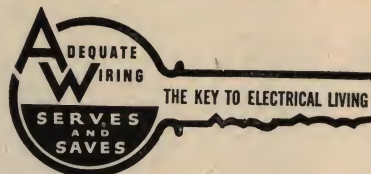
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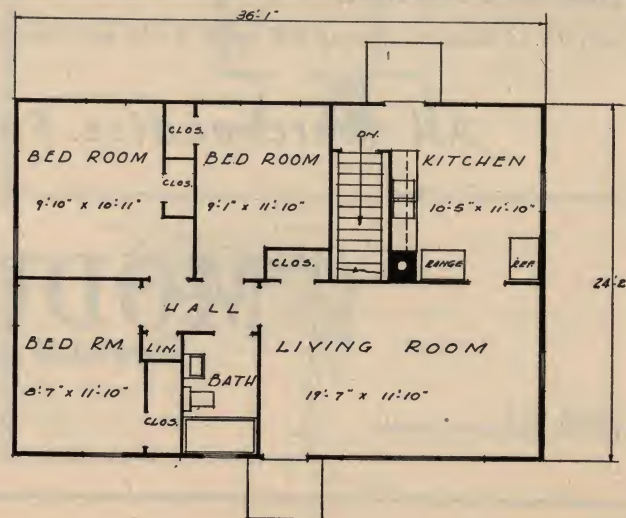
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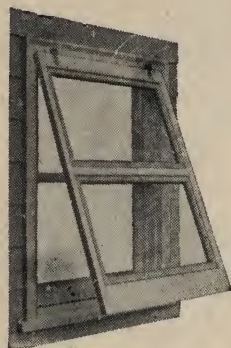
Los Angeles 11, Cal.

THIS IS IT. The famous 3 bedroom Gunnison home. Smartly designed both in exterior and interior planning. It features a spacious living room and large kitchen with sufficient comfortable eating space. You will find the rooms wonderfully adapted for a variety of decorative schemes. From the front door to the full basement you will find gracious easy living in this 3 bedroom house. This house and other models of Gunnison homes, a U. S. Steel subsidiary are built by the Towne Realty Company, one of Milwaukee's foremost builders.



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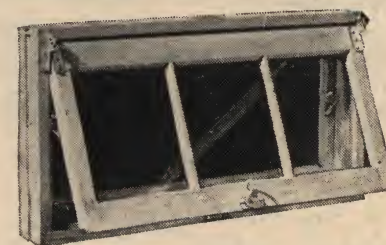
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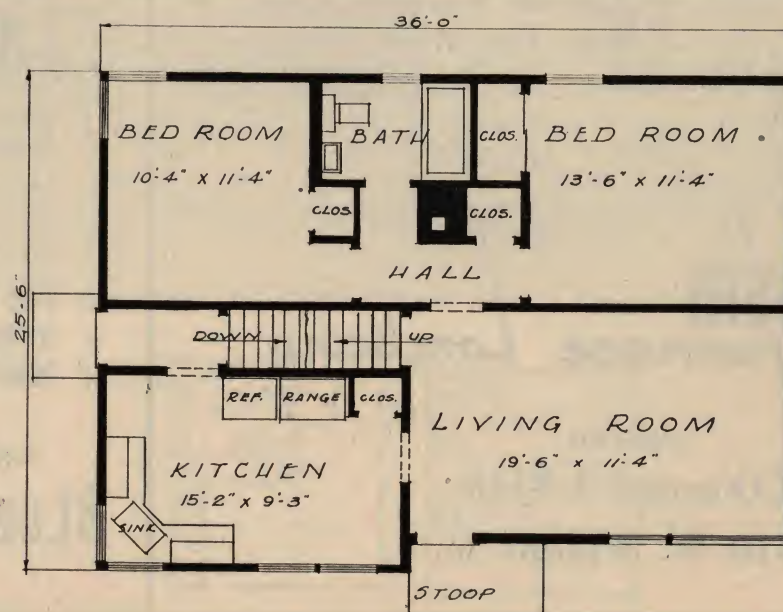
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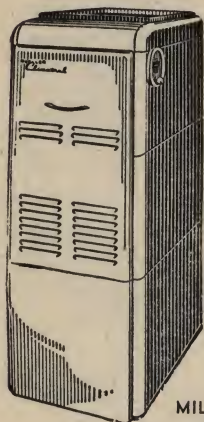
WOodruff 2-2600

THIS attention-getting 1½ story house dramatically emphasizes what can be done with a pleasing combination of exterior horizontal and vertical wood design. Its pleasing lines, accented partly by its 2 foot roof overhang and deep gable ends trimmed with double course wood shingles, are complete with large corner windows in the living room, kitchen and one bedroom. Thoughtfully placed equipment and facilities make cooking a joy in the extremely large kitchen. Both large and medium size bedrooms have well planned wall areas designed for easy furniture placement. The rubber tiled bathroom is nicely located between the bedrooms and away from the living room area. The location of the attic stairs opening into the living room next to the hall affords a convenient arrangement for future rooms in the large attic. Quality construction throughout assures you of economical and gracious living.



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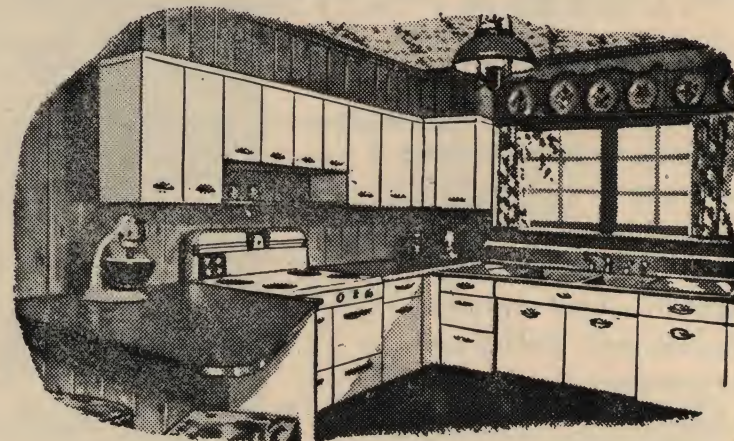
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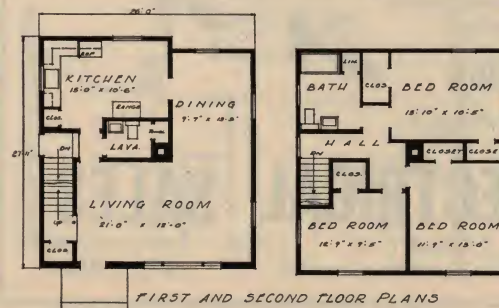
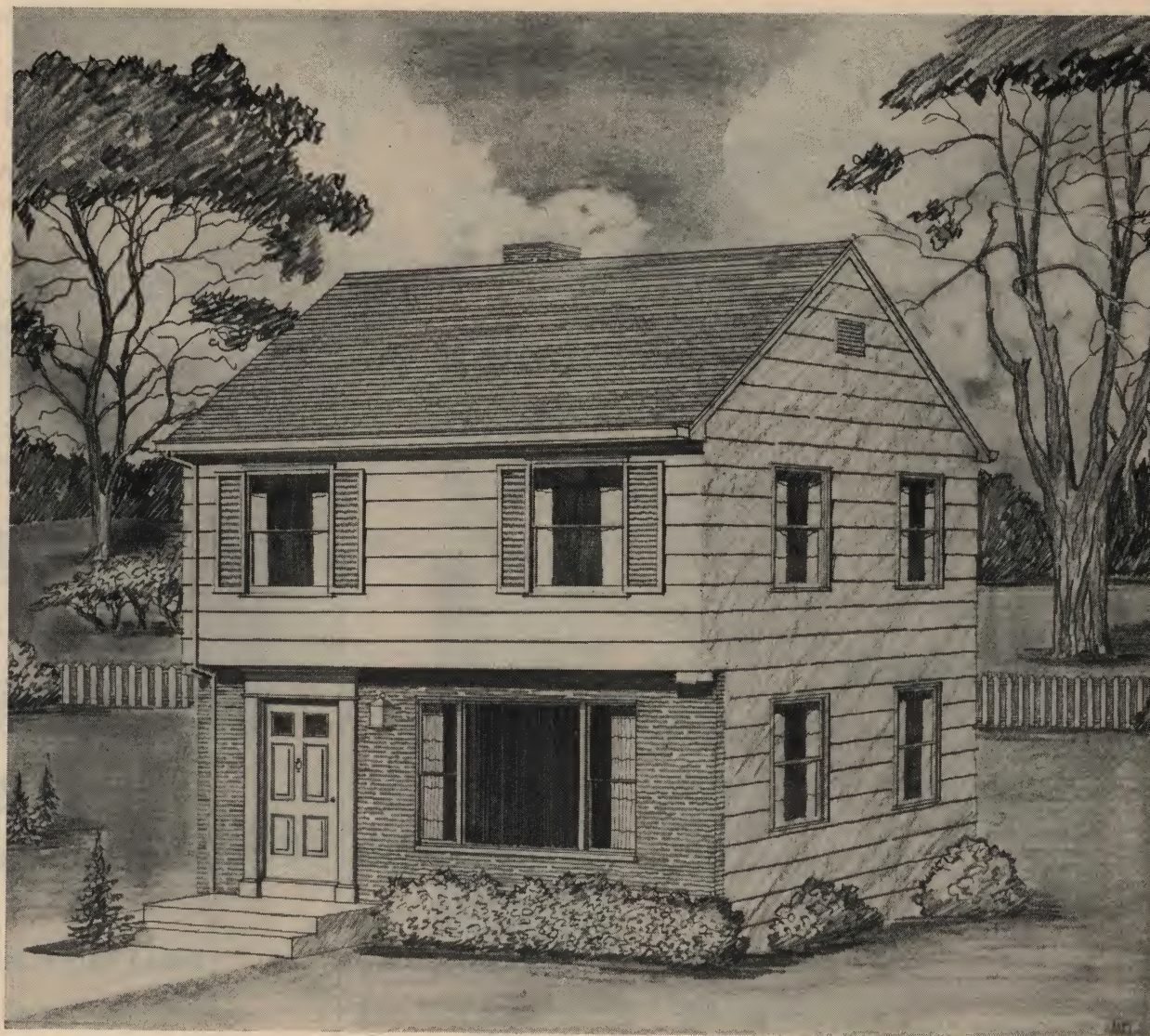
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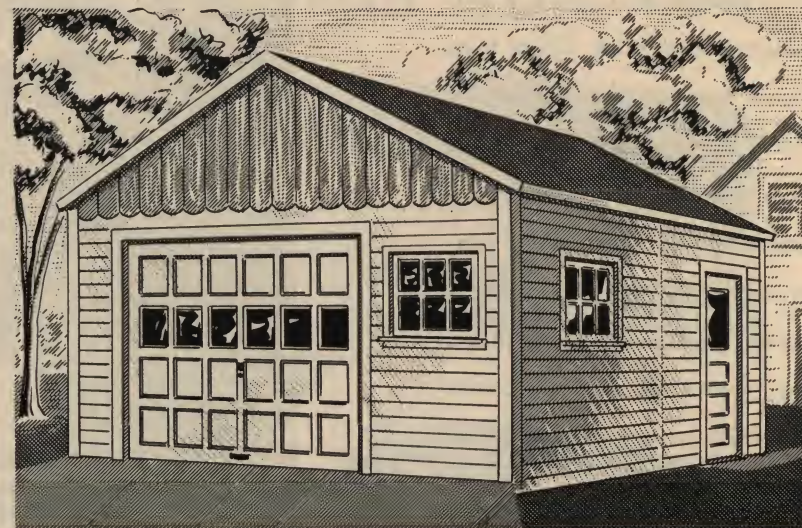
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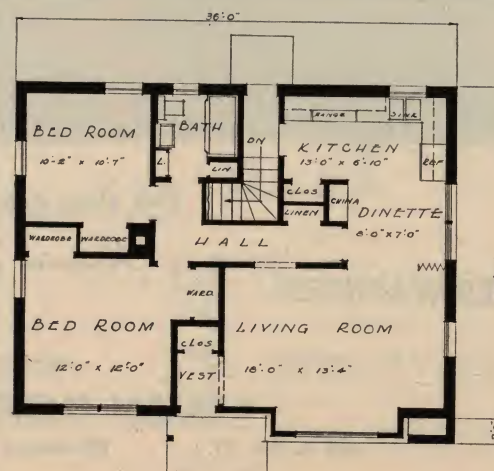
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SOUTH MILWAUKEE, WISCONSIN

Phone SO 2-1255

UNIQUE exterior design combined with a functional well-planned interior and sturdy construction makes this an economical and outstanding investment. This attention-getting 2 bedroom ranch style house is ideally suited for average-size families with modest budgets. It features a brick exterior, large cheery living room complete with front picture window, a cleverly designed dinette-kitchen area with a folding door between the living room and dinette, two bedrooms of twin-size proportions, loads of closet space, and conveniently located basement stairs. Inside and out it is a house that is hard to beat for beauty and practical design.



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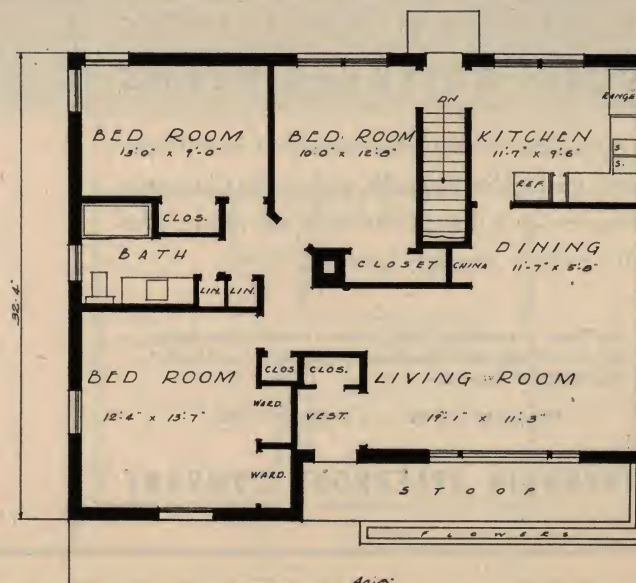
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MILWAUKEE, WIS.

THE CHEERFUL combination of Roman brick together with good lines and balance makes this 3 bedroom house one of exceptional beauty. The large front picture window enhances a spacious and well-planned living room. Note also the separate vestibule with a "Vermont" slate floor. The fine kitchen design provides both ample working and eating area and features lots of extra cabinet space. The cozy dinette is complete with china cabinet and picturesque thermo-pane window. The ceramic tiled bath-shower room with built-in vanity is designed for beauty and comfort as well as utility. Each of the bedrooms have ample closet space and are of generous floor dimensions. The well placed windows give delightful cross-ventilation. Yes, from its canopied front porch to its full basement this house affords happy and luxurious living.



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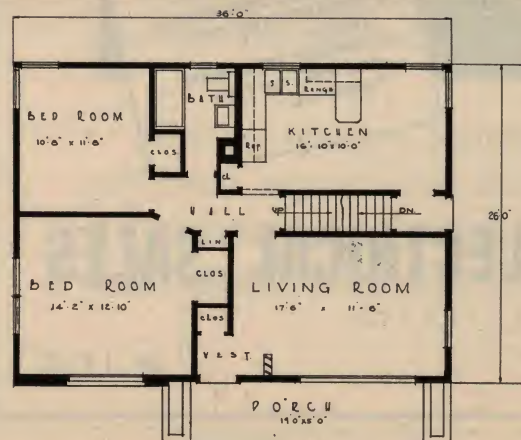
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MILWAUKEE

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EXCEPTIONAL exterior design is just one of the many features provided in this two bedroom, 1½ story house. A pleasant, well-balanced combination of massive thermopanes, brick veneer and vertical front siding will make this home a standout in any neighborhood. Not only has this home a good looking exterior... but an interior design that will be the envy of the entire family. Mom will adore the large kitchen with breakfast nook and corner windows and the spacious front master bedroom with ample closet space. Pop will cherish the cozy living room and convenient basement. The children will love the practical arrangement of their bedroom, and the large attic with plenty of room for a third bedroom. Yes — this is "Home" for the entire family.



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Code of Ethics

- Members shall constantly seek to provide better values, so that an ever greater share of our people may enjoy the benefits of home ownership.
- Members shall strive to develop the efficiency of the home building industry to the end that labor may receive its just and proper reward.
- Members shall at all times contribute their knowledge in home building to the best interest of those they serve.
- Members shall not knowingly enter into any contract, the terms of which may imperil the rights of either labor or the suppliers of material to receive a fair return for services or goods furnished.
- Members shall not obtain any business by means of fraudulent statements or by use of implications unwarranted by fact or reasonable probability.
- Members shall comply both in spirit and letter with rules and regulations prescribed by law and government agencies for the health, safety and progress of the community.
- Members shall be alert to examine proposed or enacted legislation detrimental to social, economic and political progress.
- Members shall not perform, or cause to be performed, any act which would tend to reflect on, or bring into disrepute, any part of the home building industry.

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Another SERVICE FEATURE of the
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1. We hope you will be happy in your NEW HOME. It has been constructed in accordance with accepted home building practices. It has been inspected by our trained personnel and, where required, by the building department of the municipality in which it is situated.

2. As a matter of policy we will, upon written request to our office at the address appearing on this Service Policy, made within 6 months from the date of delivery to you of title to this Home (subject, however, to Paragraph 4 below), inspect your home as promptly as possible; and, where shown by such inspection to require adjustment by reason of defects in workmanship or material, we will make reasonable and necessary repairs or adjustments without cost to you.

3. A Manual of Suggestions on the care and maintenance of your New Home is given you with this Service Policy. Please read it carefully! It will help you to understand the minor adjustments to most newly constructed homes necessary

in their first few months. It will aid you in the proper care of your Home so that its value may be preserved for a long time. Specific reference is made in the Manual to the extent and duration of such responsibility as manufacturers or others may have for the work done or equipment installed by them.

4. This Home Owner's Service Policy is non-transferable. Any obligation under it terminates if the property is resold or shall cease to be occupied by the Home Owner to whom it was originally issued.

5. This Home Owner's Service Policy and accompanying Manual conforms with the standard requirements of the National Association of Home Builders and its affiliated local association. As a condition of membership in these Associations, we have pledged ourselves to build good homes and to abide by the Home Builders' Code of Ethics in the conduct of our business.

The Home Owner's Service Policy and the Maintenance Manual, entitled, "Your New Home", are provided exclusively by members of this association.

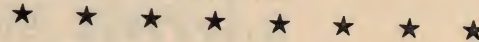


MILWAUKEE BUILDERS ASSOCIATION

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Beverly Realty Co.	3028 W. Vliet St.	DIVision 2-3200
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Calteaux, Frank H.	3700 S. Ruthland Ave.	SHERidan 4-5450
Champion Builders	2734 N. 3rd St.	LOcust 2-4030
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Stumper, George	4919 N. 31st St.	CUSTER 3-1640
Tanel, Henry	3943 N. 67th St.	CUSTER 3-2907
Teske, Roland J.	2845 N. 68th St.	SPRING 4-3760
Tiefenthaler, Lorin	3610 W. Lisbon Ave.	DIVision 4-3802
Town & Country R. Est. Mart	4347 W. Fond du Lac Ave.	HILLtop 5-7212
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Wangard, Edwin	827 N. 112th St.	BLuemound 8-5689
Welbilt Homes Co.	3805 W. Lisbon Ave.	WEst 3-3345
Wetor, Alfred J.	3803 N. 38th St.	HILLtop 5-1120
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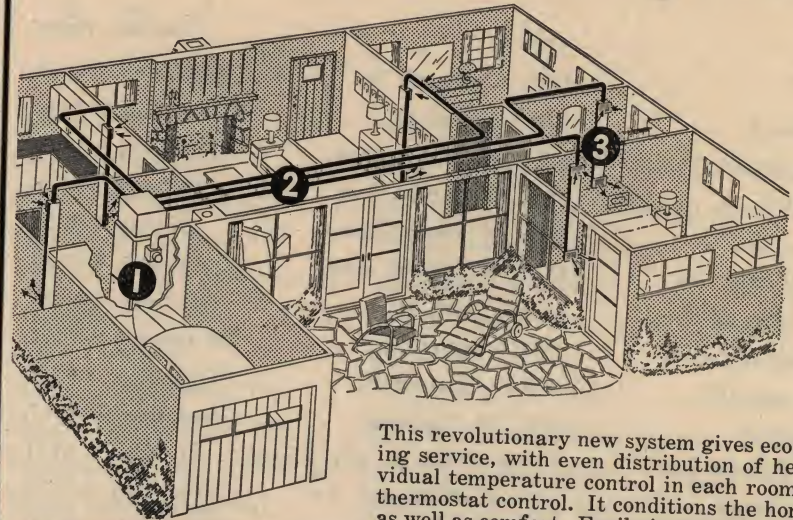
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THE F. H. A. HOME LOAN PROGRAM

By ANTHONY P. GAWRONSKI, Director Federal Housing Administration

312 East Wisconsin Avenue, Milwaukee 2, Wisconsin

With the recent relaxation of credit controls has come an increased interest in the FHA program of home financing. To the end that all members of your association may become better acquainted with the FHA home loan program, I am setting forth some information concerning FHA mortgages.

The FHA insurance of home loans was instituted in 1935 to promote home ownership and better housing. All evidence points to a conclusion that it has accomplished its objective. There are, however, some areas in Wisconsin where full advantage has not been taken of the opportunities offered under the FHA program of home loan insurance. I deem it a distinct privilege to be permitted through your publication to call to your attention the benefits of the FHA program.

The benefits of the FHA program of insurance of home loans accrues to the community, the home owner, the investor in home mortgages, the real estate broker, and the home builder. What the FHA is particularly proud of is the fact that it is entirely self-sustaining with adequate reserves set up for the payment of possible losses.

Benefits to Your Community

Because FHA-insured loans on Wisconsin properties are eagerly sought by investors located throughout the United States, a local lending institution which does not have ready capital to invest in mortgages can originate the loan and then sell it to a permanent investor who may be located anywhere in the United States. The originating local lending institution receives its origination fee and also receives servicing fees which can be a profitable operation with a minimum risk.

The sale of mortgages by a local lending institution to a permanent investor in another part of the country, where there is an excess of funds, brings new capital into your community. Additional capital is a distinct benefit to your community and adequate long-term financing for your real estate sales or developments is a direct benefit to you as a real estate broker.

Opportunity for Real Estate Broker

A pre-arranged mortgage can be a great assistance to a broker in negotiating a sale of a property he has listed for sale. As a special service and for the convenience of brokers and home owners, the FHA will place a value on a home and issue its commitment to insure a loan of a stated amount when and if a buyer is procured who can make the required down payment, has a good credit record, and has an income sufficient to make the monthly payments.

The procedure is simple and inexpensive. To make an application only one copy of Form 2201 is filed by an approved lending institution accompanied by photographs of the property and a fee of \$20.00. The application forms are in the hands of all approved lending institutions. (If you desire a sample form, contact your Association or this office — the form number is FHA 2201). Upon the receipt of an application from an approved lending institution, the property will be promptly appraised, and the lending institution will be informed as to the amount and terms of the mortgage. With information in your hands as to the amount and terms of the available mortgage, you will be in a position to speak with confidence to a prospective buyer. If your prospect has the necessary funds to make up the difference between the purchase price and the mortgage available, you then know you have a prospect worthy of further consideration; but if your prospect does not have the necessary funds to make up the difference, you can drop him immediately and use your valuable time in another direction.

Buyer's Attitude

Most buyers are highly appreciative of the opportunity of financing the purchase of their home through the facilities of an FHA mortgage loan. The FHA mortgage is a long-term mortgage at a rate of interest attractive to both the owner and the lender. The usual FHA mortgage has a term of 20 years and where the cost to the owner is \$12,000.00 or less, and the home was constructed under FHA inspections, the loan may be for a term of 25 years.

Where the FHA has agreed to insure a loan on a particular property, the buyer feels assured that the property has the qualities which make it a safe investment for him. Most buyers are acquainted with the fact that if a home is acceptable to the FHA, it is basically sound and is in a location where the values of properties will remain constant.

Being able to offer a buyer FHA mortgage financing gives you an advantage in bringing about a sale which other types of financing may not be able to give you and at the same time offering the buyer a sound mortgage plan.

Sources of FHA Loans

The principal holders of FHA mortgages are commercial banks, savings banks, insurance companies, and savings and loan associations. Banks and savings and loan associations usually originate their own loans, while insurance companies, and some banks, and New York savings banks purchase their mortgages from mortgage brokers, originating banks, and loan correspondents. Many insurance companies obtain loans through loan correspondents which they sponsor and through agents they appoint to represent them. Acting as a loan correspondent or agent for an FHA-approved lending institution can be a profitable adjunct to any real estate broker's operations.

May I suggest that to really fully discover the advantages of an FHA mortgage that you submit an application on one or two houses you have for sale?

DID YOU KNOW THAT?

The $\frac{1}{2}$ of 1% mortgage insurance premium is credited to a mutual fund and upon payment in full of the mortgage, any surplus is returned to the borrower. By the end of 1951, over \$34,000,000.00 had been returned to borrowers.

During 1951, the excess of FHA income over expenses was \$66,800,000.00. The 1952 excess of income over expenses is estimated at \$78,200,000.00.

State and National Banks hold 32% of all FHA mortgages and insurance companies hold 39.5% of all FHA mortgages.

The foreclosure rate of FHA home mortgages has been less than three-tenths of one per cent.

About one half of all FHA mortgages insured have been paid in full.

Mortgage companies originated 27.4% of all FHA mortgages in 1949, but held only 3.6% of the mortgages at the end of the year. Most were sold to insurance companies.

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WHY DO YOU WANT TO BUILD?

By SOL. N. GELLMAN, Architect and Designer

If you are going to take the trouble to build, it is probably because you want something which in every sense will be your own. Being your own, it must be created out of your own true desires. Don't think of your house as an impersonal shelter of so-and-so many rooms, covered by the same ordinary face seen down the street. Why not "cut the pattern" of your house to fit the pattern of your life?

Think of how you wish to live. Think of noise and quiet, of sociability and privacy, and of how your family requires space for each of these needs. Think of how much sun and light you want, and how much of a feeling of openness to the outside. Think of outdoor living and the most desirable amount of privacy from street and neighbors.

The Question of Size: The difficulty with some small houses is that they are too small. Today in our search for a way to economize, we have created a house that is tight and growing tighter. Minimum space standards have become the "bible". Ceilings are lowered, corridors narrowed, stairs made steeper.

Since prices are still high, what alternatives do we have? We must be free to use every inch of space to greatest advantage, free to use new and more efficient materials and structural techniques, and free to create a feeling of spaciousness by modern design.

Space for Living: Whatever your taste may be, whatever your way of life, we can all agree that each cubic inch of this home must contribute towards good living.

To begin with, it is said that the kitchen should be the pleasantest room in the house. Instead, we've sacrificed space to equipment, convenience to meaningless "streamlining", and cheer and ease to "false scientific" planning.

Of course we don't want to go back to Mama's old-fashioned kitchen, but perhaps we can add some personality to the sterile background we have created.

A kitchen is more than the sum of its gadgets. It should be large enough for at least two people to work in without tripping over each other . . . and is it too much to ask for space for eating which isn't smack up against a blank wall?

Hard smooth-surfaced materials are, of course, easy to clean, but it doesn't mean that the entire kitchen must look like the inside of an ice-box! Can't we achieve in contemporary terms something of the rich and warm human dignity which characterized Mama's kitchen?

Dining: Perhaps no other space in the house has suffered more in our area with a single purpose, with an importance created by the economy drive than that for dining. Surprisingly enough it is the only area with a single purpose, with an importance created by the hungry family.

Since the small house is presumably servantless, it is necessary to keep a close relationship between cooking and dining. Let us see what possibilities are available in this planning.

In some houses they are pleasantly arranged in all, so that the dining space becomes a part of both, yet the kitchen itself is discretely screened from the living room and from the main entry.

Perhaps the ideal solution is a separate dining room, usually designed, to serve also as a play room. More often it becomes part of the living room, separated by a folding partition. In either event, we see the furniture manufacturers anticipating this trend by providing dining furniture which is lighter, smaller, and more flexible.

Living: Compared to living space, cooking and dining are relatively uncomplicated in their single purpose. During the entire life of the family, the requirements in dining will remain fairly constant. The

(Continued on Page 95)

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living space however changes with the needs of each member of the family and with the passing years. In this area, we must find the proper background for reading, writing, studying, recreation, social entertaining, and practically everything that young children think is really fun to do. Here is your opportunity to cut the pattern of your living space to fit your pattern of life.

Take that very question of play and consider some of the ways in which it might be solved. Since small children need attention, and the mother or maid will be spending a great part of her time in the kitchen, it seems reasonable to provide space nearby.

The child's bedroom is a good possibility, but it is usually too small and too far from the kitchen to be an ideal arrangement for young children. Playroom and dining room are a possible combination. However if you wish to dine in civilized fashion, the children must beware of the walls and furniture.

One solution would be to expand the laundry end of the kitchen into a small playroom which opens to its own garden court for outdoor play and clothes lines. At night or when the children are older, the room would find other uses. It could serve as a darkroom, a general workroom, or as a "teen-age parlor".

Bedrooms: Although a room of one's own is the greatest luxury which the small house can offer, little advantage has been taken of that fact. Even in sensibly designed houses, the bedrooms are often too small, suited only to sleeping and dressing. If the choice were made clear, many people prefer a bed-sitting room where they could read, write, and work. Greater use of closet space will make the room seem larger, and proper window planning will provide the opportunity for some type of study area.

If you are interested in a home cut to the pattern of your own living, then open your eyes, look around you, plan, and your house will be a "HOME".

HOME FINANCING UNDER THE LOAN GUARANTY DIVISION

VETERANS ADMINISTRATION — MILWAUKEE, WISCONSIN

By GEORGE W. SAYLE, Loan Guaranty Officer

The Servicemen's Readjustment Act of 1944, as amended, provides for the guarantying of loans made to eligible veterans by lenders to purchase or construct a home. Sixty percent of a loan for the purchase or construction of a home may be guaranteed up to a maximum of \$7,500.00 provided the veteran has not previously used any of his guaranty benefits. These loans bear a maximum interest rate of 4% and the interest on the guaranteed portion is paid for the first year not to exceed \$160.00.

Any veteran who desires to secure a guaranteed loan for a home to be constructed for him is required to submit to the lender plans and specifications of the home to be erected on a lot he has tentatively selected. When the lender determines the plans and specifications and the credit rating to be satisfactory, he forwards the required exhibits to the Regional Office of the Loan Guaranty Division, Milwaukee, Wisconsin. The plans and specifications are reviewed and approved as to meeting the Minimum Construction Requirements by the Appraisal and Construction Section of the Loan Guaranty Division. They are referred to a Fee Appraiser who determines the valuation of the construction on a designated lot. After a review of the Fee Appraisal Report and the specifications regarding the nature of the bearing soil, adequacy of the footings and foundations, structural framing and bracing, quality and dimension of materials, and arrangement of mechanical equipment for proper operation, a Certificate of Reasonable Value is issued to the lender. The lender then may proceed with the closing of the loan with the veteran and prepares the necessary papers to be submitted to the Loan Guaranty Division for the issuance of a Certificate of Commitment. The Builder is notified that he may proceed with the construction and the Loan Guaranty Division designates a Fee Compliance Inspector who reports periodically to the Veterans Administration and the Lender on the progress of the construction and the Builder's compliance with the Minimum Construction Requirements. These inspections are made at three stages of construction. First, completion of footings, foundation walls and before back-fill. Second, completion of the super-structure, partition arrangement, and roughing in of all mechanical work, such as, plumbing, heating, and electrical. Third, at the completion of the exterior and interior, walks, grading and landscaping.

Upon satisfactory completion of the home, the Fee Compliance Inspector reports to the Veterans Administration the home has been constructed and meets the Minimum Construction Requirements. The Loan Guaranty Division issues the Certificate of Guaranty to the lender.

The appraisal and compliance inspectional services inaugurated by the Veterans Administration, in conjunction with the construction of a home with a loan guaranteed by the Veterans Administration, has definitely met its objective. It has accomplished the securing of a well constructed home for the veteran, established a better relationship between the Builder, veteran and lender and provides greater security to the Government for that portion of the loan that is guaranteed by the Veterans Administration.

The following figures represent the accomplishment of the Loan Guaranty Program in Wisconsin from its inception in 1944 to July 25, 1952:

Guaranteed Home Loans (Existing)	31,558	Amount of Loan	\$201,220,567.00
Guaranteed Home Loans (New Construction)	5,391	Amount of Loan	35,357,686.00
TOTAL	36,949		\$236,578,253.00

Proposed Construction — Milwaukee County:

Guaranteed Home Loans 2,374

Amount of Loans \$17,071,357

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You see here just a few of the ideas Crane has prepared for home owners who would like to have their bathrooms and kitchens as original and charming as the rest of the home. To help you select fresh ideas styled for *your* home's particular individuality, your builder can show you 43 more rooms like these in the Crane Sketchbook of Ideas.

Looking through it you'll find that all these rooms...and the Crane preferred plumbing fixtures used in them

...are designed to give your home convenience as well as distinction. And you'll be happy to see how Crane's wide range of selection offers you the quality fixtures you want for a price that suits your budget.

Ask your Builder to include Crane ideas...and Crane preferred plumbing fixtures in your home!

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COME TO CRANE FOR IDEAS

Crane's Chore Kitchen centralizes work facilities. You can do your sewing, ironing, laundry or cooking in the same place—no running from one job to another all day!



Powder room doubles as guest bath! Here's a room complete with shower and bath...and it's completely charming! Yet the whole room measures only five by seven feet...about the size of that small powder room you've been planning for your house!



You can't see the radiators! Crane Radiant Baseboard Heating is the modern way to heat your modern home. Perfect for decorating...you get efficient, draftless and well distributed warmth. (Look closely under the window for the heating units in this room.)

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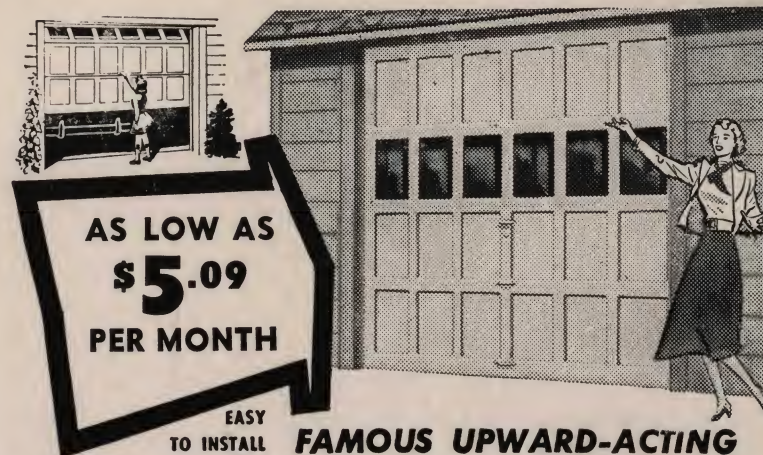


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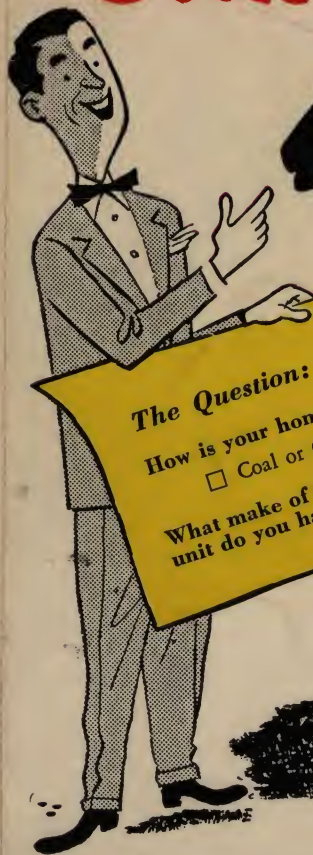
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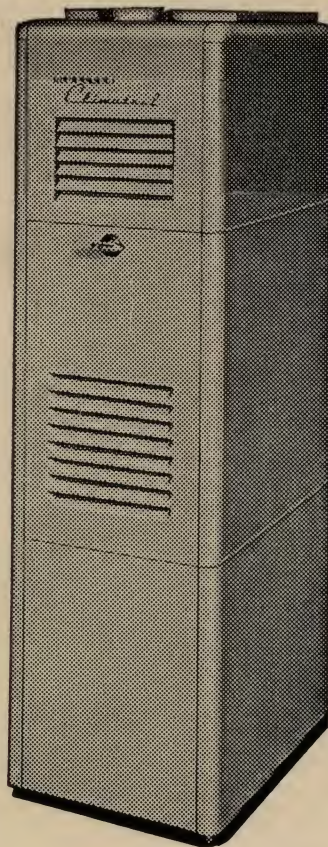
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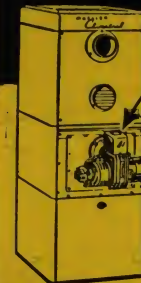
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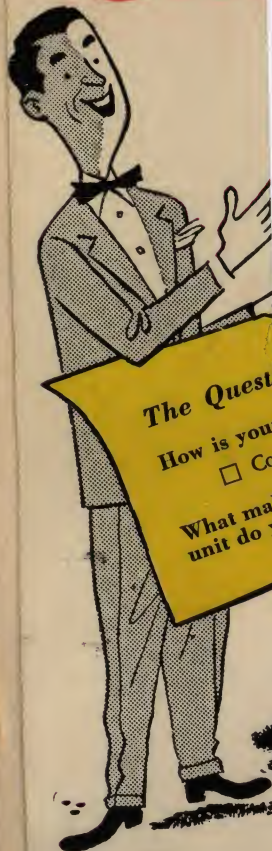
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The Question
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